

V. 6  
Ma 1957

Pharmacy

# American Perfumer



## AND AROMATICS

COSMETICS  
TOILETRIES  
SOAPS

•  
PHARMACEUTICALS  
AEROSOLS  
FLAVORING  
& ADDITIVES

•  
ESSENTIAL OILS

MAY 1957

THE MAGAZINE OF TASTE AND SCENT



Suntan Preparations ... Page 33 • Cosmetic Aerosols ... Page 45



**b y U N G E R E R**

An excellent reproduction of the natural Otto Rose Bulgarian  
offered as an ideal extender or substitute in the preparation of  
Fine Perfumes and Perfume Specialties



A product of the Ungerer Laboratories  
achieving the fresh natural quality of the scarce Otto Rose  
at a fraction of the cost of the genuine distillate

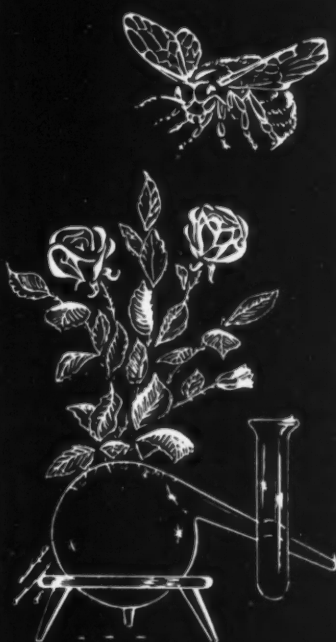


UNGERER, VIDAL-CHARVET  
Paris, France

161 Avenue of the Americas, New York 13, N. Y.  
plant and laboratories  
Totowa, N. J.

CHICAGO • BOSTON • PHILADELPHIA • ST. LOUIS • LOS ANGELES • ATLANTA





Perfection in  
Quality  
and  
Stability



**W. J. BUSH & CO., Inc.**

*Essential Oils*

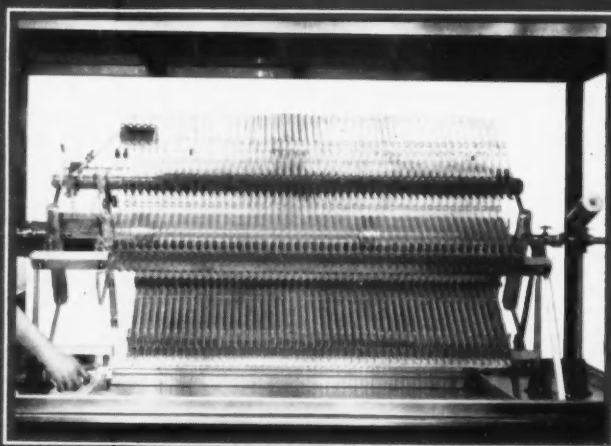
**137 BOSTON POST ROAD, COS COB, CONNECTICUT**

**TEL. GREENWICH (CONN.) 8-8363 OR DIAL: WESTMORE 7-3424**

**FACTORIES: LINDEN, N. J. • 3525 E. Olympic Blvd., LOS ANGELES 23, CAL.  
BRANCH OFFICE and WAREHOUSE: 605 W. Washington Blvd., CHICAGO 6, ILL.**

*Naturally,*

Norda uses rock-it power  
to make good scents



*The rock-it power* is hand power.  
Norda chemists supply it.

What they rock is chemical solutions in the hundred glass tubes you see here. Why they're rocking this big and intricate stainless steel apparatus is to separate these solutions into their constituent component parts, without boiling, cooking, or distilling.

The ways and means, methods, machines at Norda are unusual, and always most modern. And you know, of course, the old Norda skills. Send your letterhead for samples of Norda's developments and discoveries in perfumes and perfuming for profit.

*Norda makes good scents*



**Norda**®

NORDA  
601 West 26th Street, New York 1, N. Y.

CHICAGO • LOS ANGELES • SAN FRANCISCO  
TORONTO • MONTREAL • HAVANA • LONDON  
PARIS • GRASSE • MEXICO CITY

# contents:

## RESEARCH

- Hormo Fruits ..... *Dr. Silvio Rivera* 40  
*Useful applications in cosmetics*  
 Aromatic Aldehydes—II ..... *Dr. Kurt Kulka* 42  
*Latest methods of preparation*

## PRODUCTION

- Sun Tan Preparations ..... *Karl Bergwein* 33  
*Discussion of active principles involved*  
 Aerosols for Cosmetics ..... *Victor DiGiacomo* 45  
*Factors to be considered for various types of cosmetics*

## FLAVOR SECTION

- Maple Flavor ..... *Morris B. Jacobs, Ph.D.* 53  
*Need for correct nomenclature for components*

## SOAP SECTION

- New Toilet Bar Introduced in New York ..... 63  
*Product part soap, part detergent and part cleansing cream*

## MANAGEMENT

- Urban Negro Market for Cosmetics ..... *William P. Grayson* 36  
*Suggestions for developing lucrative field for cosmetics*  
 Boxorama ..... 43  
*Winners in 1957 set up paper box competition*

## DEPARTMENTS

- News ..... 9, 73  
 Desiderata ..... *Maison G. DeNavarre* 25  
 Questions and Answers ..... 31  
 Packaging and Promotion ..... 56  
 Aeroscripts ..... *Jack Piekthall* 54  
 I-Quiz Master ..... *Hazel Bishop* 68  
 New Products and Ideas ..... 64  
 Market Report ..... 91  
 Index to Advertisers ..... 94



COVER: Rotterdam, Holland  
 Canals ..... Courtesy of The  
 Netherlands Tourist Information  
 Service

VOL. 69, NO. 5

MAY, 1957

# American Perfumer AND AROMATICS



J. H. MOORE, Jr.  
*President*

M. G. DE NAVARRE  
*Technical Editor*

M. B. JACOBS  
*Flavor Editor*

WM. LAMBERT  
*Editor*

E. C. JOHNSON  
*Circulation Director*

WALTER M. BONE  
*Assistant Editor*

A. van der SHAW  
*Art Director*

MARY HARRIS  
*Advertising Production Mgr.*

JOHN H. MULLER  
*Vice President and  
 Business Manager*

IRVING PINES  
*Circulation Promotion Mgr.*

CHICAGO  
 868 Peoples Gas Building, 122  
 So. Michigan Ave., Chicago 3,  
 Ill.

LOS ANGELES  
 McDonald-Thompson, Charles D.  
 Edison, 3727 W. Sixth Street,  
 Los Angeles 5, Calif. Dunkirk  
 7-5391

SAN FRANCISCO  
 McDonald-Thompson, 625 Market  
 Street, San Francisco 5, Calif.  
 Yukon 6-0647

EDITORIAL AND  
 EXECUTIVE OFFICES  
 48 W. 38th St., New York 18,  
 N. Y. Longacre 5-3320

Cable Address: Robinpub, N. Y.  
 Volume 69, Number 5, (Copy-  
 right 1957, Moore Publishing  
 Co., Inc.)

PUBLISHED MONTHLY by Moore Publishing Company, Inc. Publication office: Emmett  
 St., Bristol, Conn., U.S.A. Editorial and Executive Offices: 48 W. 38th St., New York 18,  
 N.Y. J. H. Moore, Chairman of the Board; J. H. Moore, Jr., President; Lucian Neff, Vice  
 President; E. C. Johnson, Vice President; G. R. Breunen, Secretary. Subscription Rates:  
 U.S.A., Possessions and Canada, \$5 one year; 50¢ per copy. Foreign, \$15 one year.

Entered as second class matter, January 12, 1950, at the Post Office at Bristol, Conn.,  
 under act of March 3, 1879. Moore Publishing Co., Inc., is publisher also of Advertising  
 Agency Magazine, American Printer & Lithographer, Gas Age, Gas Appliance Merchandising,  
 Industrial Gas, LP Gas and Brown's Directory of American Gas Companies. Address all  
 correspondence to editorial and executive offices.

# Originality...

at moderate cost

This trio of truly-original fragrances for perfume, cologne, powder, talc and sachet provide the maximum of distinctive character in long-lasting bouquets.

*Natalia* . . . Fresh, flowery fragrance with a bewitching Oriental background.  
\$12.00 per lb. or \$1.00 the oz.

*Vogue* . . . A modern classic—as typical of Paris as the Eiffel tower.  
\$12.00 per lb. or \$1.00 the oz.

*Gay Tempo* . . . Light, sprightly fragrance which is luxuriously long-lasting.  
\$10.50 per lb. or \$.90 the oz.

Samples for your own tests will be promptly furnished.

## COMPAGNIE PARENTO

INCORPORATED

CROTON · ON · HUDSON, NEW YORK

COMPAGNIE PARENTO, LTD.

73 Adelaide Street West, Toronto 1, Ontario, Canada





## WAVEMASK 30

*works magic with home permanents*

The new Synfleur fragrance WAVEMASK 30 can help cure even your most difficult case in home permanent formulation.

WAVEMASK 30, based on essential oils and aromatic chemicals, carefully tested for stability, compatibility and solubility, is an artistic formulation developed out of long and intensive Synfleur research.

In practical application, it has proven itself as practically a panacea to cold wave preparation odor problems. Additionally, it can be adapted as a basic fragrance for effective use in other thioglycolate products requiring similar masking treatment.

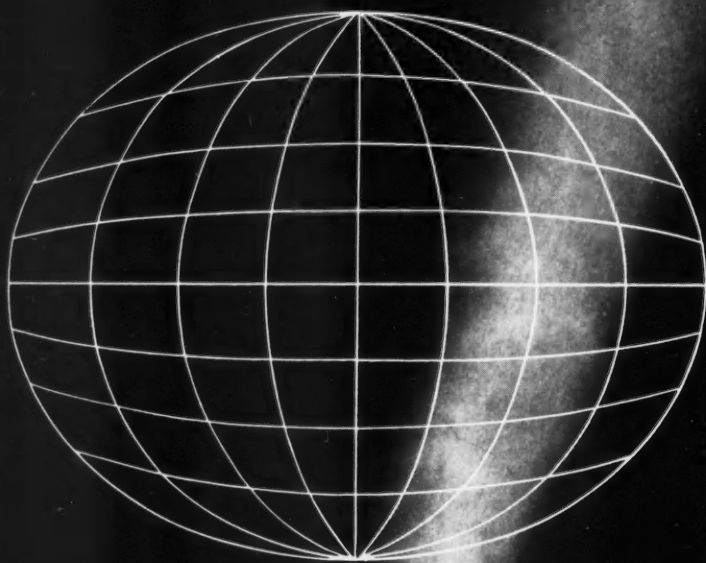
The Synfleur laboratories staff will be glad to assist you on your masking problems with samples, data or other help, without obligation.

*Synfleur*  
**SCIENTIFIC LABORATORIES, Inc.**  
MONTICELLO, N. Y.

ATLANTA • DETROIT • LOS ANGELES • NEW YORK • SAN FRANCISCO • MEXICO, D. F. • HAVANA • MONTREAL • Guatemala City • San Salvador • San Pedro Sula  
Managua • San Jose • Panama • Barranquilla • Medellin • Bogota • Caracas • Maracaibo • Rio de Janeiro • Buenos Aires • Santiago

New York Sales Office: Telephone Plaza 7-1960

# P. & S. Perfumes for **Aerosol** Products



All over the world

Eau de Cologne

Perfumes

Lotions

Deodorants

Brilliantines

Hair lacquers

Anti-sunburn oils

Shampoos

Powders

Room deodorants

Insecticides

Pharmaceuticals

Paints and varnishes

Fixatives

Shaving Creams

Polak & Schwarz Inc.,

667 Washington Street, New York 14 (N.Y.)



Seeking Something Fragrantly Different  
for your  
Perfumes  
Cosmetics  
Soaps



You can find it . . . right here!

As exclusive American representatives of  
Tombarel Freres, Grasse,  
we offer you the advantages of experience,  
research and facilities associated with a name  
famous since 1837.

- Absolute Supreme Flower Essences
- Surfine Essential Oils
- Resinoids

*Put your fragrance problems up to us*



**Tombarel**

PRODUCTS CORPORATION

725 BROADWAY, NEW YORK 3, N. Y.

CHICAGO - A. C. DRURY & CO., Inc. 219 East North Water Street



*The* **ace** *in your*  
*repl* **ace** *ments*

*is Floral Oils...*  
*buy* **SYNTOMATIC**

The answer to the problem in today's market calls for superior quality in floral oil replacements. That is why SYNTOMATIC reproductions, recognized in normal days as superb examples of the chemists' skill, are more vital than ever.

**BERGAMOT  
GERANIUM  
JASMIN  
LAVENDER  
MIMOSA  
NEROLI  
ROSE**

**FRAGRANCES OF RELIABILITY  
FOR PRODUCTS OF STABILITY**

SYNTOMATIC CORPORATION

114 East 32nd Street, New York 16, N. Y.

Murray Hill 3-7618

Cable Address: SYNTOMAT, New York







## MINUTE NEWS . . .

### **T. G. M. A. of Canada to Meet at Lake Placid June 9-13**

A record attendance is expected at the 29th annual convention of the Toilet Goods Manufacturers Assn. of Canada at the Whiteface Inn, Lake Placid, N. Y. June 9-13. Many from the United States are planning to attend the convention which is always interesting from a technical and business viewpoint as well as for entertainment. Speakers so far announced include Pierre Harang, president of the Toilet Goods Assn.; Lilly Dache, president of General Beauty Products Corp.; Victor Scher, Sears, Roebuck & Co.; and Frank Starr, Ronalds Advertising Co. Andre Ligne, general manager of Coty, Canada, Ltd. who is president of the association will preside.

### **Aerosols Capture \$21 Million of \$56 Million Cologne Sales**

Although only 10% of the women in urban areas have tried an aerosol cologne the push button packages of cologne now account for more than a third of the dollar sales of cologne in the United States according to a survey by the Freon Products Division of E. I. duPont de Nemours & Co. In 1956 aerosol colognes captured \$21 million of the \$56 million worth of cologne sales it reports. The study was conducted in 48 urban areas by Daniel Starch and staff. The study disclosed that only 27% of the nation's cologne users knew of the self spraying product. It was also found that 20% of the women interviewed employ colognes as room deodorants or fresheners and apply them to closets and furniture drawers to lend fragrance to clothing, linens, stationery and other items and even use them in rinse water for underclothing. The need for increased promotion to bring colognes to the attention of the consumer and to induce her to buy and try was emphasized in the survey.

### **Animal Odor Expert Broadcasts on Uses of Skunk Oil**

Charles V. Sparhawk, chemist and perfumer, whose study and knowledge of animal odors proved to be of incalculable value to the United States during World War II in saving the lives of parachute troops, broadcasted twice from Albany April 9, over the radio on phases of his work. During the war the well trained German dogs picked up scents from the area in which the parachutists had dropped or from parachutes they buried and readily attacked the soldiers. A Boston chemical concern knowing of his ability engaged Mr. Sparhawk to devise a means for repelling the vicious dogs. Some of the things that had been tried were airtight suits, sterile socks and special shoes but nothing worked. Mr. Sparhawk devised a specially built aerosol type bomb. One compartment contained skunk liquid and the other a combination of the urine of a female dog in heat mixed with a chemical eight times more powerful than ether. The mixture was sprayed on the grounded parachutes. The method was highly successful and Mr. Sparhawk donated the development to the government. This work stemmed from his study of skunks, of over 30 years. He raises skunks and has about 50 of them including a rare albino. Through working with them he has developed a secret formula for deodorizing almost anything—even the smell of skunks. He does not divulge his method of obtaining the skunk oil. He "milks" his skunks every ten days. From his scientific study he developed skunkadora to change the gagging odor of the skunk into an agreeable odor—leaving the bad out of the skunk odor and using the good as he expresses it. Mr. Sparhawk was graduated from Drexel Institute as a chemist, and has been in the perfumery field for many years. Various articles have appeared in general magazines about his useful work. Among them was an excellent one in the old American Magazine and this March another appeared in Pageant. He also broadcasted by invitation on TV and radio on numerous occasions. As a result of his work on animal odors he has successfully developed repellants for wild animals and lures for lobsters, and for many other purposes.

**Lady Tilford Toiletries to be  
Launched by Park & Tilford**

A medium priced line in the \$1 to \$5 range with most items priced at \$1 or \$1.50 to be known as Lady Tilford toiletries is to be launched by the toiletries division of Park & Tilford Distilling Co. starting in July; and all existing Park & Tilford toiletries will be repackaged according to Jack Mohr, division head. Existing lines are chiefly sold in variety and syndicate stores at retail prices of 15¢ to 25¢. The new Lady Tilford line will be well advertised.

**Coty and Revlon End Lipstick  
Litigation, Settle Differences**

The litigation between Coty and Revlon which has been dragging on for two years over lipstick advertising and the design of lipstick containers has been discontinued. In 1955 Coty began suit against Revlon, its advertising agency and the Columbia Broadcasting Co. charging them with misappropriation of advertising materials, false representation and copyright infringement in connection with the Coty 24 lipstick. A countersuit was filed by Revlon the following month seeking \$500,000 in damages terming the Coty suit fraudulent in purpose and design. Last Autumn Revlon sued Coty charging infringement of the design of its lipstick containers seeking an injunction and damages. That suit as well as all other suits have been settled. "Any and all conflicts have been discontinued and we are on friendly terms" President Philip Cortney of Coty Inc. reports.

**R. H. Macy & Co. Restrained from  
Offering Substitute for Bufferin**

Holding that there was "uncontrovertible proof" that clerks of R. H. Macy & Co. used "fraud and deception" in switching customers from Bufferin, the product of the Bristol-Myers Co. to Macy's own product and had attempted to make the name Bufferin "a common descriptive or generic term" the U. S. District Court for the Southern District of New York has granted a preliminary injunction against the department store prohibiting it from using or advertising the name Bufferin in connection with any product except Bristol-Myers Bufferin.

**Faberge Introduces New Lipstick  
and Nail Polish in Novel Way**

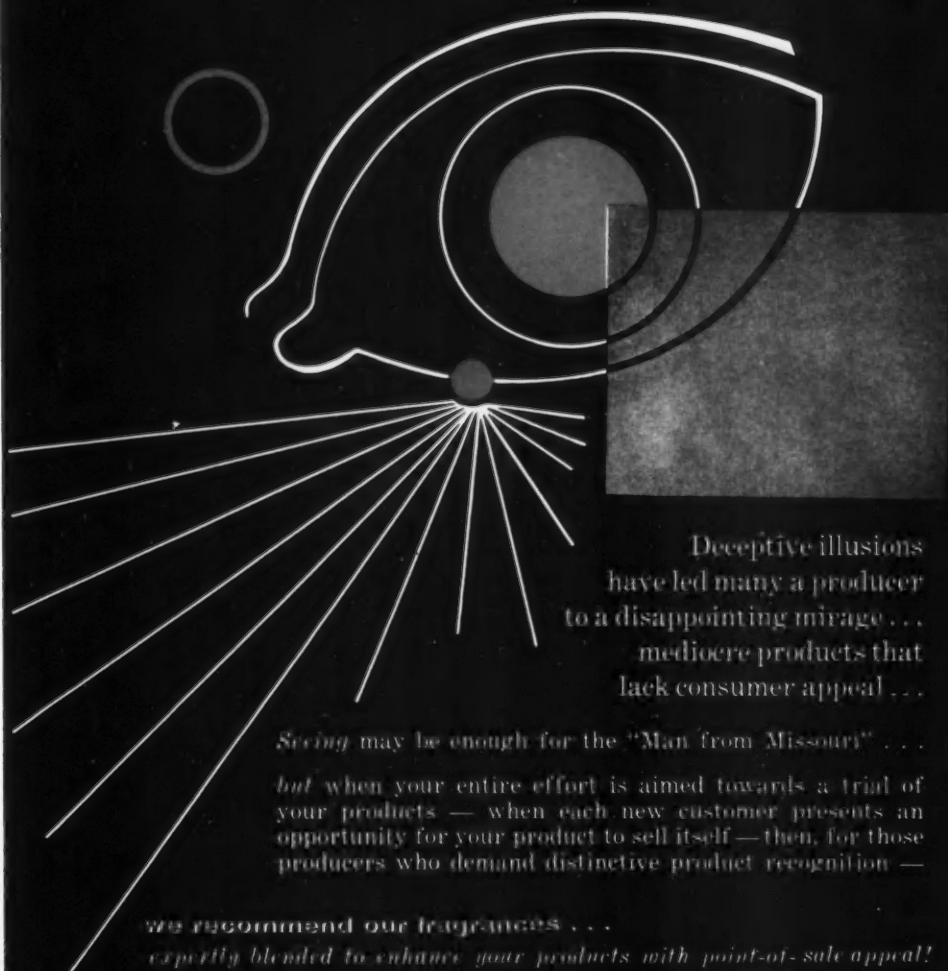
The Juliette Marglen division of Faberge Inc., which makes lipsticks and nail preparations, is introducing both in an unusual advertising campaign. First of all no association with Faberge Inc. is indicated as Faberge Inc. itself does no national advertising. The initial advertising of the new nail polish in three women's magazines consists of black and white pages and shows a manicured single hand holding a card with a handwritten message "and thank you Juliette Marglen for your gift of beautiful lips and finger tips." Other ads show the hand beside that of a baby's hand; holding a dachshund; and writing a check for charity. The effect of the illustrations is a cross between a photograph and a drawing. A second campaign for other publications employing chatty text is under way. The lipstick is oval in shape and retails for \$2. The manicure preparations include SilverSeal, a new product, which is stated to seal and silver the manicure. Six shades are offered all with classic names.

**Colgate-Palmolive Co. in Major  
Domestic Reorganization**

The domestic business of the Colgate-Palmolive Co. is to be split up into a Household Products division and a Toilet Articles division. The former is to handle the soap, detergents and cleaners end of the business and the latter the toothpaste, perfume and other toilet articles. Ralph A. Hart has been elected executive vice president and William Miller has been made vice president of the Household Products division. Announcement has also been made of the appointment of Carl Grace executive vice president of Colgate-Palmolive Co. Ltd. of Canada as head of the Toilet Articles division with Robert Hilbert as sales manager. Thomas Carroll has been appointed to the position of marketing manager of the Household Products division. The plan of reorganization contemplates a change to a decentralized form of management with the two operating divisions—Household and Toilet Articles—each of which is to have control over all major activities so that they may be held accountable for profit results. Each division is to have individual responsibility for sales, advertising, market research and packaging. The vice president of each division is to have full authority over all activities so that he may be held accountable for results. Dr. Harry Wolfe has resigned as market research director, a position he has held for 15 years, and will establish his own company as consultants in Red Bank, N. J. Some positions are being eliminated and other employees are being shifted. Spencer C. Valmy formerly of Ettinger Co. has joined the company presumably to act as head of a new internal public relations department. Other changes are to be announced later.

seeing . . .

is NOT believing!



Deceptive illusions  
have led many a producer  
to a disappointing mirage . . .  
mediocre products that  
lack consumer appeal . . .

*Seeing* may be enough for the "Man from Missouri" . . .

*but* when your entire effort is aimed towards a trial of  
your products — when each new customer presents an  
opportunity for your product to sell itself — then, for those  
producers who demand distinctive product recognition —

*we recommend our fragrances . . .*

*expertly blended to enhance your products with point-of-sale appeal!*

*Albert Verley and Company*

1375 EAST LINDEN AVENUE, LINDEN, NEW JERSEY  
1018 S. WABASH AVENUE CHICAGO 5, ILLINOIS

21 EAST 40th STREET, NEW YORK 10, NEW YORK

MEFFORD CHEMICAL CO.

1026 SANTA FE AVE., LOS ANGELES 21, CALIF.



- Synthetic Aromatic Products and Organic Isolates
- Synthetic Flower Oils and Aromatic Bases
- Bouquets and Finished Compositions

AND COMPANY

ALBERT VERLEY

SEND  
FOR  
SAMPLE  
SA 307B  
\$12 per lb.

## GLASS STIMULATES SALES

The graceful contours and pleasing proportions of our new 443 stock bottle make it an outstanding container for your finest products. With an attractive fired-on label it makes a cosmetic package of unquestioned beauty.



**CARR-LOWREY  
GLASS CO.**

*Designers and manufacturers of fine glass containers*

Factory and Main Office: BALTIMORE 3, MD. • New York Office: 415 MADISON AVE. • Chicago Office: 1572 MERCHANDISE MART



**#7618 Bouquet D**

Lasting and full-bodied . . . with a fresh top note. A distinctive fragrance when used alone, Bouquet D blends beautifully with other florals. \$12.50 per pound.



**#7620 Jadene**

A delightful summer bouquet whose full fragrance is reminiscent of night-blooming jasmine exquisitely mingled with gardenia. \$18.75 per pound.

**the essence of success  
in summer florals**

If you want an exciting new addition to your spring-summer line, try one or both of these true summer florals.

They'll be among your most successful sellers.

Both essences are suitable for cosmetics and toiletries of every kind. And they are well recommended for use in all aerosol-type dispensers.

We will be glad to send samples of these specialties . . . or others in our list of 3,000 perfume bases.

S. B. Penick & Co., 50 Church St., New York 8, N.Y.  
Gentlemen: Please send samples of Perfume Bases #7618 and #7620.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

**PENICK**

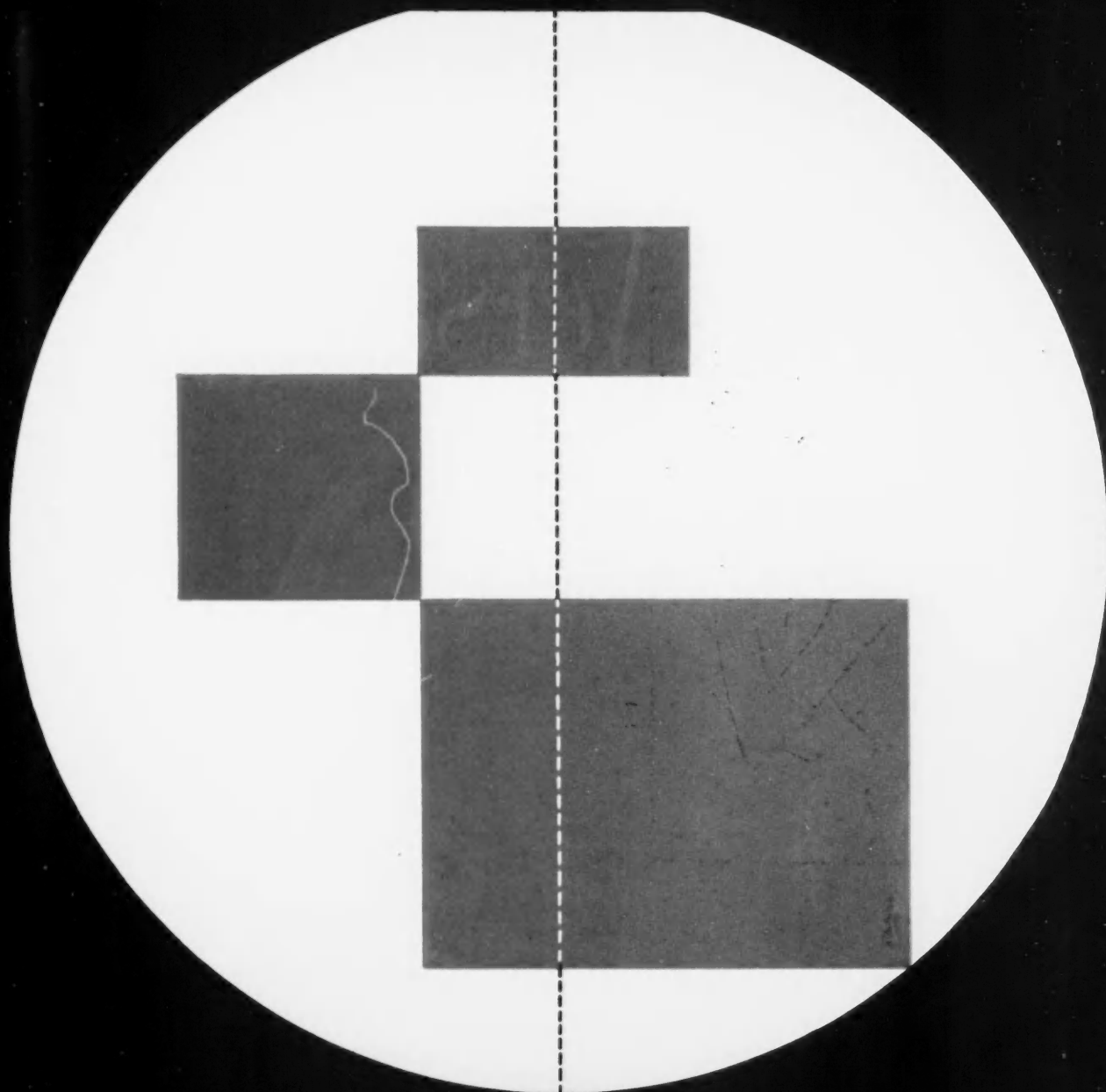
*Essential Oils and Aromatics Division*

S. B. PENICK & COMPANY 50 CHURCH ST., NEW YORK 8 • 735 W. DIVISION ST., CHICAGO 10



A BUILDING BLOCK

FOR **YOUR** SUCCESS!



## AMBROFIX

will enliven any perfume complex

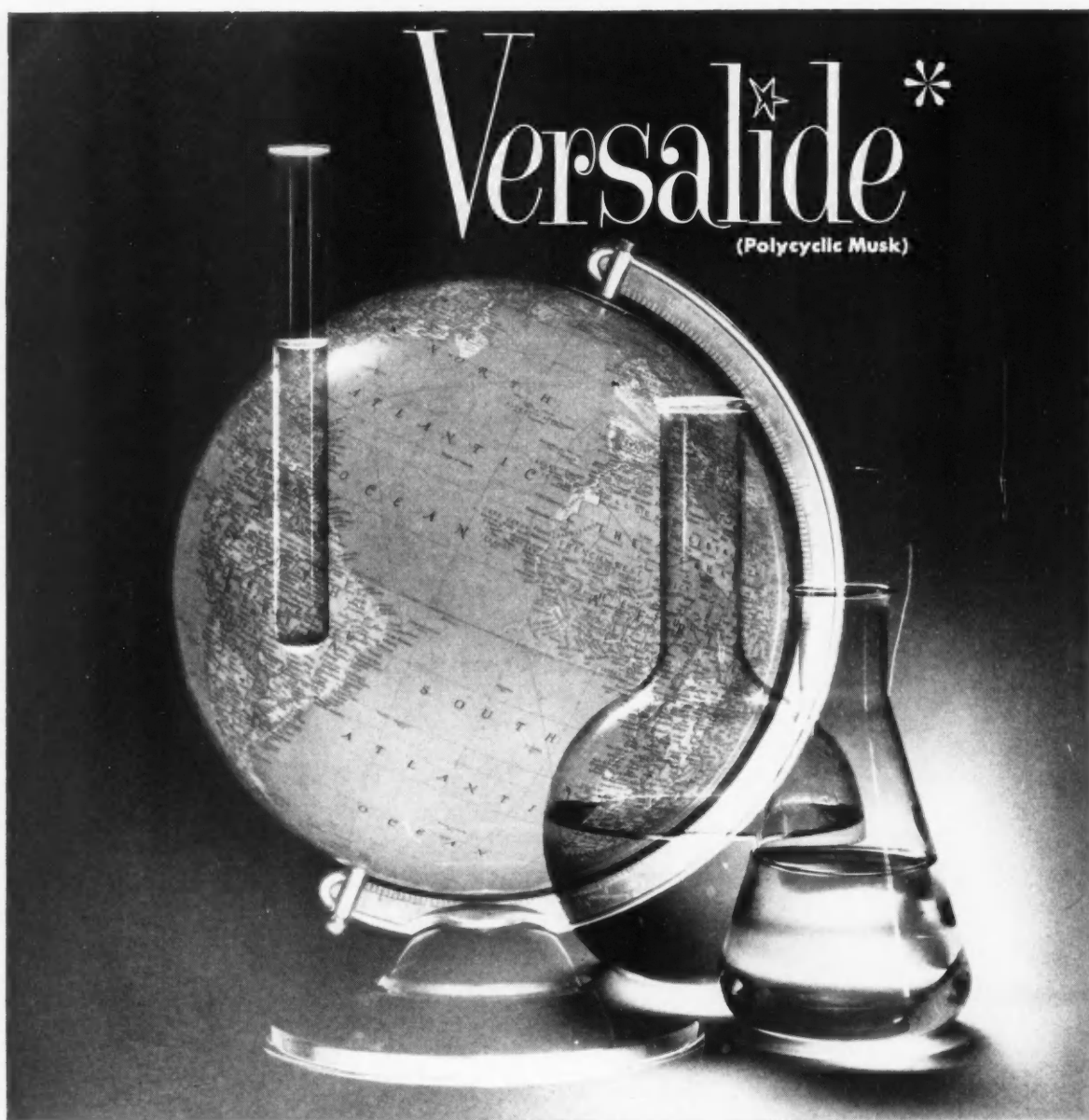
IMPARTS THE FRENCH TOUCH TO YOUR PERFUME

We recommend 1-3%. Ask for free samples.

**DRAGOCO INC.** NEW YORK

DRAGOCO, INC. 432 FOURTH AVENUE, NEW YORK 16, N. Y. TEL. MURRAY HILL 6-1551





# Versalide<sup>☆</sup>

(Polycyclic Musk)

## an international success!

Within a year of its introduction, *Versalide*, Givaudan's outstanding new polycyclic musk, has met with international acceptance! Perfumers throughout the world of fragrance have recognized in its versatility and unique combination of advantages a whole new field of opportunity for creative perfumery.

*Versalide* lends to a perfume all the enhancement, sweetness, strength, fixation and blending properties expected only from the macrocyclic musks, and yet at a fraction of their cost.

A pure chemical body, not a mixture, *Versalide* is economical — stable to light, heat, air, alkali; and does not discolor soap. And its versatility is practically unlimited!

We will gladly send you a sample and more detailed information.

\*Reg. U.S. Pat. Off.



**GIVAUDAN-DELAWANNA, INC.**  
330 West 42nd Street, New York 36, N. Y.

*American Perfumer*





# *Luxuriously smooth* with **VEEGUM**

Creams and lotions stabilized with Veegum feel wonderfully smooth, creamy and luxurious — they need smaller amounts of expensive oils and gums, and retain fresh, full body and consistency indefinitely on the shelf.

VEEGUM is a high-purity, inorganic emulsifying, thickening and suspending agent. Thixotropic properties, excellent compatibility and a tendency to thicken slightly with heat make Veegum the ideal conditioner for obtaining the smooth, stable texture and attractive appearance that are so important to product sales. Send for full information and laboratory samples today.

**R. T. VANDERBILT CO.**  
SPECIALTIES DEPARTMENT  
230 PARK AVE., NEW YORK 17, N.Y.



☐ Please send Technical Bulletin A53 ☐ sample of VEEGUM  
Please send information on using VEEGUM for:  
\_\_\_\_\_ (state application)

NAME \_\_\_\_\_

POSITION \_\_\_\_\_

(Please attach to or write on your company letterhead)

*Maison G. DeNavarre will soon publish  
a BIG, ONE-VOLUME . . .*

## INTERNATIONAL ENCYCLOPEDIA of COSMETIC MATERIAL TRADE NAMES

. . . in answer to a crying need expressed throughout the industry, a never-before-published listing and description of the materials used in cosmetic practice all over the world.

To publish such a volume expressly for the cosmetic industry, until just now, was always considered impossible . . . it has taken years for DeNavarre to prepare . . . it will give the cosmetic field what few other industries have . . . it will present a thorough listing of all the materials of the world used in cosmetic practice, plus a quick, concise description of each material, plus the names & addresses of the suppliers of these materials, plus a complete, cross-indexed classification of the various types and uses for the materials.

This copyrighted INTERNATIONAL ENCYCLOPEDIA OF COSMETIC MATERIAL TRADE NAMES will be a down-to-earth, working reference guide. It will be written in concise, practical, everyday language. It will be thoroughly cross-indexed and organized for easy day-to-day use. It will cover more than 3,000 important trade names that every chemist, supplier, and buyer—in fact, every member of the cosmetic industry—should know.

The Encyclopedia will be a valuable tool in your hands—it will be your complete guide to cosmetic material trade names all over the world—it will answer important questions that come up in your daily work—it will give you the facts you need to do a better job. It will be over 300 pages in size, bound in a practical "lifetime" cover—and it will be published for the first time in the history of our industry within a few weeks!

But, *now* is the time for you to place your order for this valuable ENCYCLOPEDIA—ahead of publication. No orders may be accepted after we go to press, because we must plan very closely to publish at a reasonable price. At the special pre-publication rate of \$7.50 per copy, you may order now—and DeNavarre's new ENCYCLOPEDIA OF COSMETIC MATERIAL TRADE NAMES will be rushed to you the moment it comes off press.

**ALL ORDERS MUST BE ON FILE PRIOR TO PUBLICATION.  
PLEASE USE COUPON BELOW TO PLACE YOUR ORDER — TODAY!**

### USE COUPON TO ORDER

American Perfumer Magazine, Book Division  
45 West 38th Street, New York 18, N.Y.

Please send me . . . . . copies of DeNavarre's INTERNATIONAL ENCYCLOPEDIA OF COSMETIC MATERIAL TRADE NAMES as soon as published at the special pre-publication prices indicated below:

☐ I will remit on receipt ☐ I enclose \$ . . . . .

NAME . . . . .

COMPANY . . . . .

STREET . . . . .

CITY . . . . . ZONE . . . . . STATE . . . . .

#### SPECIAL PRE-PUBLICATION PRICES

Single Copies . . . . . \$7.50	26 to 50 Copies . . 20% off
5 to 10 Copies . . 10% off	51 to 100 Copies . . 30% off
11 to 25 Copies . . 15% off	Over 100 Copies . . 40% off

ALL ORDERS MUST BE ON FILE PRIOR TO PUBLICATION

### USE COUPON TO ORDER

American Perfumer Magazine, Book Division  
48 West 38th Street, New York 18, N.Y.

Please send me . . . . . copies of DeNavarre's INTERNATIONAL ENCYCLOPEDIA OF COSMETIC MATERIAL TRADE NAMES as soon as published at the special pre-publication prices indicated below:

☐ I will remit on receipt ☐ I enclose \$ . . . . .

NAME . . . . .

COMPANY . . . . .

STREET . . . . .

CITY . . . . . ZONE . . . . . STATE . . . . .

#### SPECIAL PRE-PUBLICATION PRICES

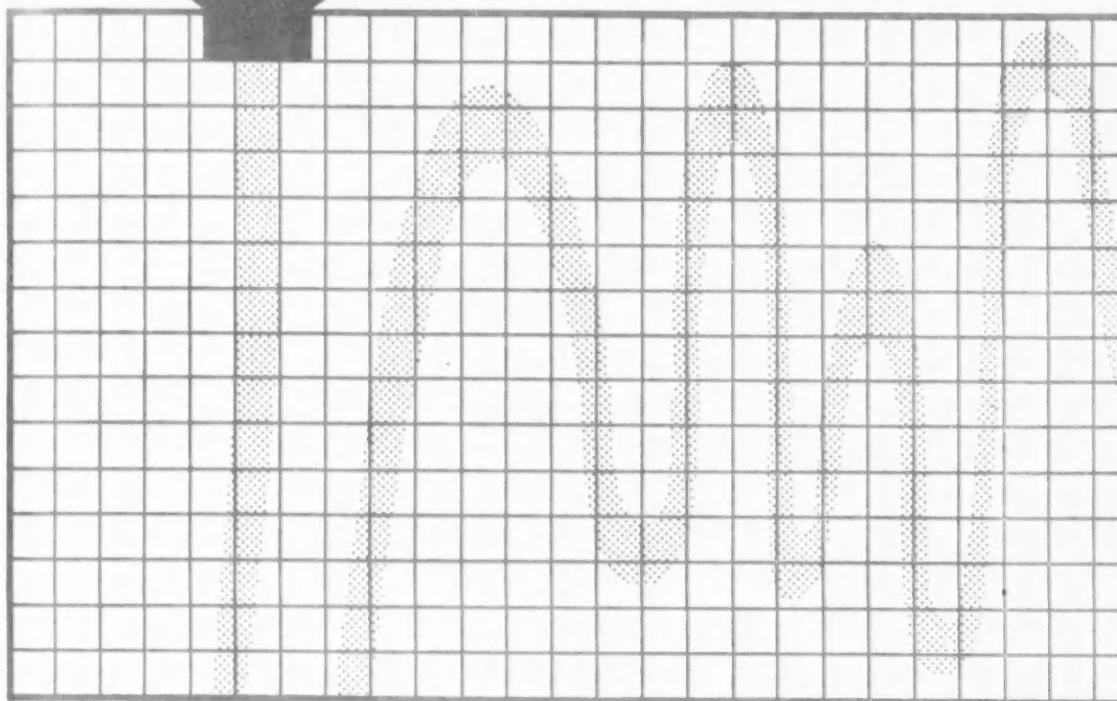
Single Copies . . . . . \$7.50	26 to 50 Copies . . 20% off
5 to 10 Copies . . 10% off	51 to 100 Copies . . 30% off
11 to 25 Copies . . 15% off	Over 100 Copies . . 40% off

ALL ORDERS MUST BE ON FILE PRIOR TO PUBLICATION

*Great possibilities in*

LIPSTICKS  
CREAMS  
POWDER FOUNDATIONS  
CREAM BASES  
SOAPS

even consistency  
over a wide  
temperature range



## Acetoglycerides

Lipsticks that will not bloom or crack in the coldest weather, or become limp in a heatwave. Creams that retain an even consistency under the most rigorous temperature conditions and with improved appearance and texture. These and other advantages are possible with the use of ABRAC ACETOGLYCERIDES. In addition, although chemically allied to fats, Acetoglycerides are entirely non-greasy.

**ABRAC**

A. BOAKE, ROBERTS & CO LTD  
LONDON · ENGLAND



ARGENTEUIL — SEINE — France

# ROURE



NEW YORK LABORATORIES



SINCE  
1820



GRASSE—France

# DUPONT

Roure-Bertrand Fils, Grasse, and Justin Dupont, Argenteuil, France, as well as their facilities in North Africa, India, the Far East and South America, have for decades been prime processors of basic ingredients for the perfumers of the world.

Their creative genius is attested by the many fragrances that are proven international successes. These formulations have earned for our laboratory technicians both here and abroad an inspiring accolade of confidence.

Roure-Dupont, Inc. technical staff is in a position to put its vast international facilities and know-how at your disposal.

## ROURE-DUPONT, INC.

*Sole Agents for the United States and Canada for*  
ROURE-BERTRAND FILS et JUSTIN DUPONT, Paris, Grasse

**366 Madison Avenue, New York**

• MURRAY HILL 7-5830 •

CHICAGO      HOLLYWOOD  
510 North Dearborn    5523 Sunset Blvd.

# Emulsifiers

For ease of use — For dependable results — For solving difficult problems

- Tegacid . . . . .** Glyceryl Monostearate—Acid Emulsifying. For anti-perspirant—deodorant creams, lotions and ointments—all greaseless, medicated formulations.
- Tegin . . . . .** Glyceryl Monostearate—Self Emulsifying. For neutral greaseless creams, lotions, ointments, suntan creams.
- Tegin 515 . . .** Glyceryl Monostearate—Non Self-Emulsifying. Used in conjunction with auxiliary emulsifiers.
- Tegin P . . . . .** Propylene Glycol Monostearate—Self Emulsifying. For greaseless creams—brushless shave, foundation, suntan: lotions—foundation, suntan, ointments.

## Lanolin Absorption Bases

**Protegin X . . . . . Iso-lan**

For Creams, Lotions, and Ointments

TEGOSEPT PRESERVATIVES  
ESTERS OF PARAHYDROXYBENZOIC ACID

ANTIOXIDANTS  
PROPYL GALLATE

ETHYL GALLATE

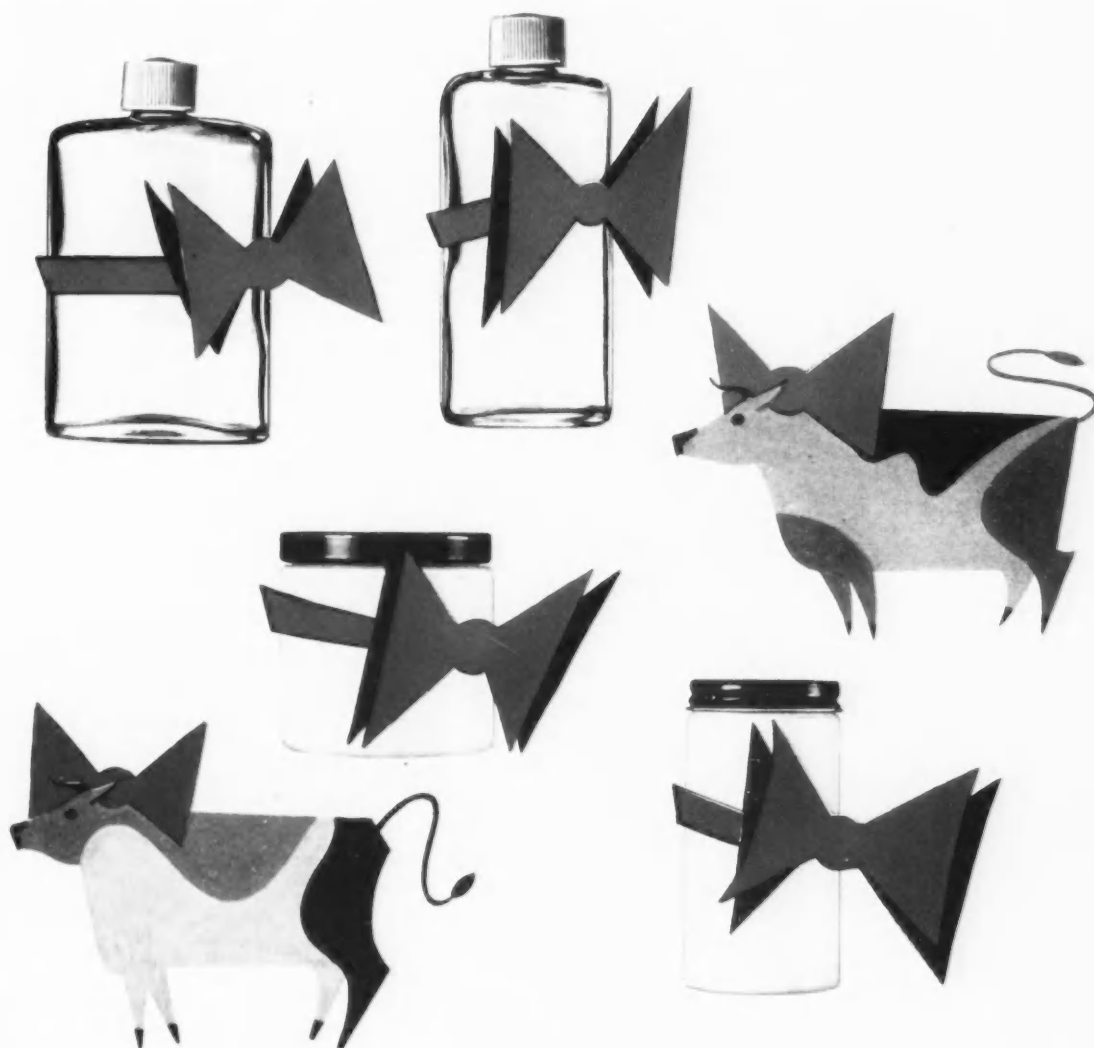
# G O L D S C H M I D T

CHEMICAL CORPORATION

153 Waverly Place, New York 14, N. Y.

SALES REPRESENTATIVES

CHICAGO • LOS ANGELES • ST. LOUIS • MONTREAL • TORONTO



## ...stock line thoroughbreds

Classic thoroughbreds in packaging, the beautiful Hazel-Atlas line of Stock Cosmetic Containers are elegant in appearance, economical to use. Beautiful . . . yes! And more — they are also practical. H-A Opal Jars are straight, light — strong, white. Gleaming white opal glass hides air-pockets. Straight-sided for easy filling. Save time and expense with distinctive H-A "Deco-fired" Cosmetic Labels and designs for flint or opal — economically applied in one or several permanent colors at the time of manufacture.

Rigid quality-controls keep your H-A containers uniform in size, shape, clarity and color. They perform efficiently on the filling line and display your product at its best. You are sure of fast, dependable delivery during sales peaks and emergencies, served by H-A's nationwide network of glass plants and warehouses. Call or write your nearest H-A representative today.



*...glamour in glass*

**HAZEL-ATLAS GLASS** division of CONTINENTAL © CAN COMPANY  
WHEELING, WEST VIRGINIA



From the Felton laboratories in Versailles...

A new important perfume note in the  
great tradition, spirited and exciting.

For perfume extracts, toilet waters,  
creams, powders, soaps, etc.

## FELTON COMPANY FRANCE

34 Rue de L'HERMITAGE,  
VERSAILLES (S&O)

*For samples write to:*

Perfume Bases  
Essential Oils  
Aromatics



**FELTON** CHEMICAL COMPANY, INC. • 599 JOHNSON AVE., BROOKLYN 37, N. Y.

**SALES OFFICES:** Atlanta • Boston • Chicago • Cleveland • Dallas • Philadelphia • St. Louis • Toronto

**PLANTS:** Brooklyn, N. Y. • Los Angeles, Cal. • Montreal, Que. • *Stocks Carried in Principal Cities*

# DESIDERATA

Maison G. deNavarre, F.A.I.C.



## Liquid Cream Shampoo

There is an interesting British material which if diluted with water in a ratio of 2 to 3 respectively, produces a pearly liquid cream shampoo after perfuming. The solids seem low, so consequently, performance will be affected. But containing an alkalolamide and a pearlizing agent all together makes it a simple job for the manufacturer to produce a finished product. For more lather, just increase the base material and reduce the water.

This might be a good idea for an American company to try out.

## Triethanolamine Antioxidant

Some time ago Frank Atkins, learned British contemporary, wrote me to the effect that he has found triethanolamine to be one of the best fat antioxidants for cosmetic use, over a span of years. Now comes Kamalyan and Araksyan who find di- or triethanolamine better antioxidants for animal fats and oils than colamine. This is especially true in the presence of copper traces. *Chemical Abstracts*, 50, 17236 carries a longer account of this work.

## A. Ph. A. Convention Papers

It was mentioned in an earlier issue that a good many papers of cosmetic interest were being presented at the American Pharmaceutical Association Convention just held in New York City.

Higuchi and co-workers had a number of subjects of interest. The following are titles of these papers: "An Investigation of Human Skin Lipids," "A Dilatometric Study of

Melting Behaviors of Some Fats, Waxes and Related Substances of Pharmaceutical Importance" and "Investigation and Development of Protective Ointments I and II." Higuchi and his students had additional papers on various subjects one of which has been his pet for a few years, namely, "Complexing" in drug substances.

Roll read a paper on eight lanthanum derivatives of alkanesulfonic acids with potential deodorant and antiperspirant use.

Samyn reported on "Thixotropic Breakdown of Pharmaceutical Suspending Agents" with special reference to bentonite and veegum.

Putney described the spectrophotometric determination of sterols in wool fat using the Liebermann-Burchard color reaction and measuring color intensity at 630  $\mu$  for cholesterol and at 458 or 550  $\mu$  for triterpene alcohols. While on the subject of lanolin, another paper by Malmberg and Vincent covered the use of Lantrol in ointment bases as well as the measurement of water absorption by the Karl Fischer method.

A paper on the inactivation of preservatives by gum tragacanth was given at the 1956 convention. Another paper by different workers was read by Meer on the conditions for the preservation of gum tragacanth jellies. The parabens, chlorobuanol and benzoic acid were discussed as well as the importance of pH.

Blougs paper on "Vapor Transmission Through Closures" considered the liner and its facing used in plastic and metal caps. Polyethylene, aluminum foil, plastic-wax, saturated pulpboard and red rubber liners were found to be the best in

preventing moisture loss.

Misek gave three papers on the study of dispersions using ultrasonic methods. Briefly he found it necessary to have a surfactant present and that the use of pressure on the dispersion chamber during ultrasonic exposure to be desirable.

Barr gave several papers on a continuation of an earlier study on properties of clays.

Levy and Schwarz gave two papers on the factors affecting the gel point of methylcellulose solutions and the viscosity of sodium alginate solutions.

Singiser and Beal reported on their use of eight metallic soaps with various combinations of lanolin, mineral oil and petrolatum. While this is one of the first papers on this subject that I have seen published, the idea has been practiced in one way or another in cosmetic products.

Osborne, describing methods of making fused ointments refers to Thomssen's procedure of melting lowest melting point substances first, after which the high melting point materials are added. The speaker evaluated this method as well as conventional ones. The same speaker gave a paper on small scale manufacture of theatrical cosmetics, which I didn't hear.

Two papers on Guar gum were given by Schlakman and Bartilucci. Pufescu and Van Horne suggested a new detergent lotion vehicle for dermatological use. Natural gums as emulsifying agents were discussed by Roth. Wesley talked about the flavoring of modern pharmaceuticals.

A number of papers on tablet manufacture have ramifications in the compression of make-up items.



There's something  
different about



They call us old hands at this business. A good many years of  
"depending on Dreyer" have built our background of helping you.  
We have never grown old, however. Here at Dreyer, we *think* young.

Today there's new drive at Dreyer. We are a vigorous, modern  
organization with young, look-forward ideas. Up-to-date  
thinking here . . . thinking ahead . . . is pulling double harness  
with experience. The team's working hard and well.

So depend on Dreyer more than ever.

We can help you and save you money.

ESSENTIAL OILS • AROMATIC CHEMICALS  
PERFUME COMPOUNDS • FLAVORS

*Get the essential quality you require from*

P. R. Dreyer Inc.  
*Serving You Since 1920*

601 West 26th Street, New York 1, N. Y.  
520 N. Michigan Avenue, Chicago 11, Ill.

*Complete stocks carried in Chicago*



**DREYER**

### Hand Lotions

There are few formulations of hand lotions that work satisfactorily without the addition of a gum or gum-like substance. Have you ever thought of Irish moss? You can get it now (as if you don't know) in the extracted and standardized form as a fine powder easily dispersed in use. Irish moss mucilage has been used as a hand healing agent for centuries. It must have some value or the "old timers" wouldn't have used it so long.

### Oleyl Oleate

When really purified this is an interesting dermatological agent. It has the properties of a thin oil with an interesting feeling, somewhat like that of a slurry of oleyl and cetyl alcohols; a feeling that almost fails description. Put a few drops between your fingers and slide them over each other. You will see what I mean.

It has all the uses of any oil in cosmetic practice. Where the gliding property is desired, give it a try.

### Unsaturates

Almost twenty years ago, when the unsaturates came in for a lot of publicity as a vitamin F, I wrote something in Dr. Sam Isermann's little house organ to the effect that there was a dermatological need and use for these substances, that the hair and scalp could use them beneficially and that the problem of rancidity was licked or nearly so.

Unsaturates took a long time to get around. But I'm still betting on them. They produce results in use when in a sufficiently high concentration.

The odor problem is pretty well licked in the ethyl and isopropyl esters. Rancidity is readily controlled with suitable antioxidants among which don't overlook the tocopherols.

### Buy Appeal in Packages

H EAVEN help the sales manager, or the marketing executive, or the company president who neglects the "costume" in which his products are displayed and presented to the consuming public. Unless he is aware of, and makes full use of, the eye-appeal—or perhaps I should say the buy-appeal which specialists in the art and science of packaging are willing and anxious to place at his disposal—his advertising and sales campaign is likely to limp along on three legs.—  
*Cola C. Parker, president, National Assn. of Manufacturers.*

## which anti-perspirant is your "PROBLEM PRODUCT"



### REHEIS

#### Basic Anti-Perspirant Ingredients

may be the answer you're looking for!

Safe . . . effective . . . easily incorporated,  
there's a type for every anti-perspirant product.

For Cream, Lotion, Powder and Spray preparations . . .

#### REHEIS CHLORHYDROL

(aluminum chlorhydroxide complex)

Available in 5 forms: granular, fine, medium, impalpable, 50% W/W solution.

For Gel preparations . . .

#### REHEIS CHLORHYDROL S-5

(aluminum chlorhydroxide complex—modified)

In solid form for grease and gum free alcohol type gels.

For Cologne-Stick preparations . . .

#### REHEIS CHLORACEL

(sodium aluminum chlorhydroxy lactate complex)

Available as a 40% W/W solution developed specifically for use in making Cologne type sticks.

#### REHEIS ANTI-PERSPIRANT CHEMICALS GIVE YOU ALL THESE ADVANTAGES

- effective anti-perspirant action
- fine deodorant qualities
- non-destructive to fabrics
- non-irritating to skin
- no buffering required

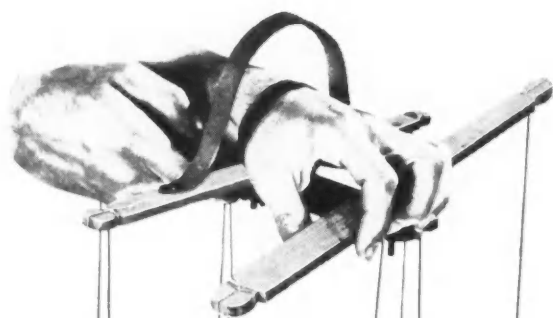
Write for free data and samples



**REHEIS COMPANY, INC.**

*Manufacturers of Fine Chemicals*

BERKELEY HEIGHTS • NEW JERSEY



In

van Ameringen-Haebler, Inc.

# n Skillful Hands

A successful fragrance is the result of a composite of many skills, technical, creative and the indefinable skills resulting from years of experience and tested judgment. When you select your next fragrance, let van Ameringen-Haebler, Inc. serve your needs.



C. 521 WEST 57th STREET • NEW YORK 19, NEW YORK

van Ameringen-Haebler, S.A.R.L.

147, RUE J. P. TIMBAUD • COURBEVOIE, SEINE, FRANCE

The Laboratory control and analytical testing of all natural oils and aromatic chemicals used by van Ameringen-Haebler is only a prelude to the ultimate judgment of odor quality. In these skillful hands raw materials are being subjected to their final, olfactory test before acceptance for use.



# LIGNYL ACETATE

Another Shulton achievement in fine chemicals...Lignyl Acetate. Available at less than one-half the cost of linalyl acetate, Lignyl Acetate sets a new standard of economy and quality for linalyl acetate effects. Processed from domestic materials, constant in availability and price, Lignyl Acetate does a superior job in extending or replacing such odor complexes as bergamot, lavender, and petitgrain. And, of course, it is compatible with perfume materials and stable in soaps.

Technical bulletins, samples, and additional information, available on request.

SHULTON  
FINE CHEMICALS



FINE CHEMICALS DIVISION  
SHULTON, INC.  
ROCKWELL CENTER  
NEW YORK



# Q UESTIONS & A NSWERS

## 1235: PRESSED POWDER FORMULA

**Q.** We would like to get a formula for manufacturing a pressed powder. Please give us the source or literature concerning this item. A.A.L., Chile.

**A.** It is impossible to give you a formula for making powder compacts because there are too many variables involved; one being the type of machinery used for making the pressed powder. It is important to know the pressure to be used and as a result, difficult to suggest a formulation. However, as a general recommendation we might say it is important to include a sufficient amount of binder which may be a fatty material in the powder, thoroughly dispersed so that the true color of the powder is developed by the fat and then press this in a suitable machine. There are no published articles, to our knowledge, on the subject of making a pressed powder, nor is there a book on the subject.

## 1236: INSECT REPELLENT STICK

**Q.** Would you be able to suggest a formula for an insect repellent stick to be used on the body which would contain ethyl hexanediol? Please advise on source of materials. C.M.A., Minnesota.

**A.** Before you start composing a formula that would contain ethyl hexanediol, be sure to clear with the Carbide and Carbon Chemical Corp., 30 East Forty-second Street, New York 17, New York, as to whether this material is available for use in an insect repellent stick. This company manufactures the material and has, under the Ever Ready label, a stick containing the product. There are indications that it is not possible to buy ethyl hexanediol for manufacturing a competitive stick.

## 1237: MEDICATED CHAP STICK

**Q.** As a subscriber to your magazine, I would like to ask for a formula for a medicated chap stick. R.D.T., Virginia.

**A.** A medicated chap stick can be made easily enough by solidifying an oil with about 30 to 35 per cent wax. The choice of wax will depend upon the costs one can afford, for as you know, paraffin-microcrystalline wax blends are generally cheaper than beeswax or carnauba wax. A simple formula would be castor oil, 65 per cent and beeswax, 35 per cent. The medication for products of this type is a little bit of camphor and nothing more. If you wish, a small amount of tincture of benzoin could be worked into the formulation; if castor oil is used, this would be readily miscible.

## 1238: HOMOGENIZER

**Q.** I am preparing a brushless shaving cream, and need a homogenizer. I have visited every department store in Chicago, and none have such equipment. Can you please tell me where to buy one? P. R. Y., Illinois.

**A.** We do not believe you can buy a homogenizer in a department store. The only small, hand homogenizer with which we are acquainted that you might want is available only through scientific supply houses, such as E. H. Sargent and Co., Fisher Scientific Co., and Central Scientific Co. This homogenizer, which is illustrated in deNavarre's book on page 45, is made of either aluminum or stainless steel. Naturally, the latter costs a little bit more.

From time to time suggestions have been and will be made in this magazine with respect to processes, devices, materials, appliances, equipment and the like. It is not practicable for the writers and editors to have a patent search or examination made in connection with each such suggestion. Our readers are, therefore, requested and indeed urged to determine for themselves whether any patent or other right will be violated before acting on any such suggestion.

## AMERICAN AROMATICS

- Perfume Compositions
- Essential Oils
- Aromatic Chemicals

24 East 21st Street, New York 10, N.Y. • GR7-6313

# Aromatic Products, Incorporated

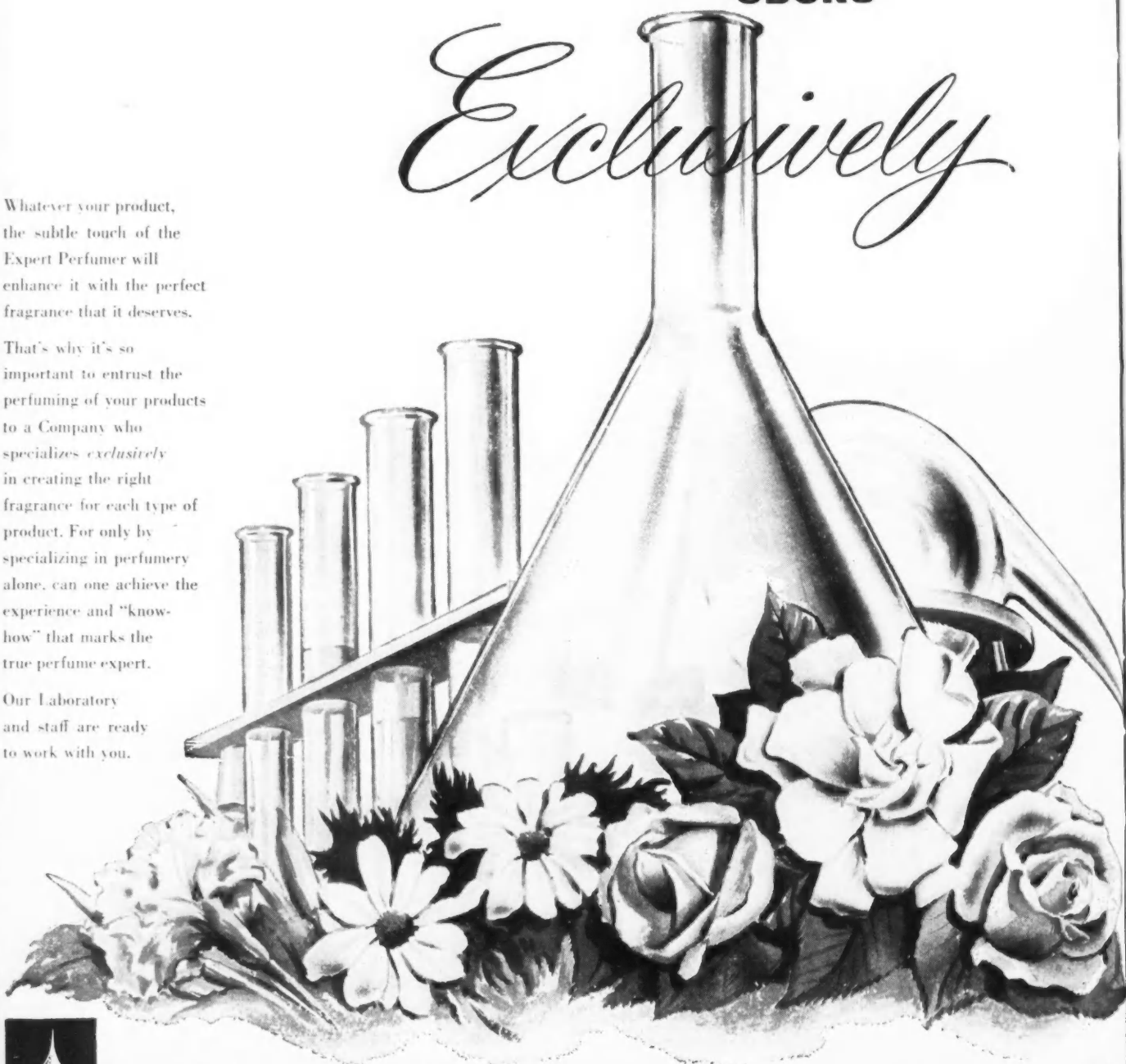
*Specialists  
in the  
creation of*  
**PERFUME  
ODORS**

*Exclusively*

Whatever your product,  
the subtle touch of the  
Expert Perfumer will  
enhance it with the perfect  
fragrance that it deserves.

That's why it's so  
important to entrust the  
perfuming of your products  
to a Company who  
specializes *exclusively*  
in creating the right  
fragrance for each type of  
product. For only by  
specializing in perfumery  
alone, can one achieve the  
experience and "know-  
how" that marks the  
true perfume expert.

Our Laboratory  
and staff are ready  
to work with you.



**AROMATIC PRODUCTS, Incorporated** • 235 FOURTH AVENUE • NEW YORK 3  
CHICAGO • DALLAS • MEMPHIS • PITTSBURGH • LOS ANGELES • BOSTON • FORT LAUDERDALE

Member • Fragrance Foundation



## THE ACTIVE PRINCIPLES IN

*Sun-tan  
Preparations*

Karl Bergwein\*

Ever since antiquity mankind has known about the beneficial power of sunlight; yet it was left for modern biological research to determine its action on the skin.

### A. The Biological Mechanism of Tanning

The irradiation of sunshine is absorbed in the epidermis, which acts like a photochemical laboratory that furnishes the entire organism with its reaction products. The skin exposed to sunshine shows increased blood circulation which, in turn, activates the metabolism and causes ample nutrition to proceed from the surface to the tissues. The cutaneous cells react more lively than before, forming chemicals which stimulate oxidation, and the assimilation of nutritive compounds. This imparts increased resistance to bacteria and other sources of illness, to the entire organism. The ultraviolet rays in sunlight convert Ergosterin—a sterin of vegetable origin present in wheat and rye germ—into vita-

min D<sub>2</sub>. This feature is utilized to combat deficiencies in this vitamin which might, otherwise, cause rachitis.

In the plant and animal kingdoms the power of sunlight is a ruling factor on which growth and the ability to move, depend. It has not as yet been clearly established whether photo-chemical reactions alone create these functions, since sunlight may also act as a catalyst which stimulates the normal, bio-chemical processes.

After a period of exaggerated sunbathing fashions we realize today, that exposure to sunlight is only desirable for a certain period of time, because the human epidermis is sensitive and adversely affected by specific fractions of the sun's irradiation;—a feature which greatly differs in different persons. All in all, colored people are less sensitive to sunlight than are white people, and, particularly, those with fair hair and light complexions.

When the maximum of desirable irradiation has been absorbed, the skin will activate a defense mechanism. It forms compounds which may protect it from an excess of detrimental irradiation. In the course of this action the skin takes a tan,—i.e. the cells cover themselves with

\*1 Translated from German by Margaret Neurath. (originally published in "Kosmetik-Parfüm-Drogen Rundschau") Vol. 3 No. 5/6 (1956)

a pigment coating and develop pigment particles in their own matter.

Healthy reactions in the tissues and in the organism are only favored by ultra-violet rays of a specific, closely determined, wave length. Wave length 312 m $\mu$  marks the entrance into the zone that causes the painful erythema of light; its peak is at 296.7 m $\mu$ . At 280 m $\mu$  this danger zone is passed.—The skin is gradually tanned under sun-rays having a wave length of 320-410 m $\mu$ —a process initiated by chemically active, and heat rays. In the ultra-violet, invisible range of wave lengths below 420 m $\mu$  the harmless (tanning) and harmful (burning) rays are neighboring each other; to a certain extent they even overlap.

If sunlight is allowed to act on the skin, the first development will be one of lively color; this will later change to a tan produced by an intensified pigment formation. If sunbathing is pushed too far, the epidermis develops a reddish inflammation,—the erythema known as sunburn. An excess dosage of irradiation may cause painful trouble to the skin and result in heavy burns, blister formation and feverish showers. These conditions develop frequently, because they are not felt at once and take their start a few hours after exposure to intense sunlight.

According to Fr. Bering<sup>1</sup> a person's sensibility to ultra-violet irradiation is stepped-up by an acid diet, while an alkaline, and salt-less, diet will keep it under control.

R. Hallam<sup>2</sup> has stated that an unusual light sensitivity results from treatments with prontosil and related medical preparations. An excessive sensitivity to sunlight may also be an hereditary feature;—on the other side, it can be acquired under intense irradiation, if the light as such is subject to drastic changes.

### B. The Chemistry of Tanning and of Light Protection

The erythema develops when ultra-violet irradiation converts the histamin present in the skin, into a compound resembling histidine. However, as tanning proceeds and pigments are formed, 1-tyrosin is converted into O-dioxy-phenylamine and, subsequently, into an orthochinon compound derived from indol. This substance converts into 2,3-dioxy indol and—through polymerization and hydration—the entire process results in a formation of melanin—the true pigment in any sun tan. (K. Poeckel & J. Wagner, Ref. 3)

Attempts have been made for decades to completely eliminate or—at least—closely control those wave lengths which are a nuisance to the skin. Modern formulas developed for use in sun-protective cosmetics serve the purpose of admitting only harmless, tanning rays.

The research on fluorescent chemicals has unearthed the fact that some of these substances possess useful, light-protective characteristics. In effect, fluorescence is the property of specific compounds, to absorb light waves of a limited wave length—particularly those of a higher order. We realize that ultra-violet light is invisible for the human eye; yet, several substances reflect it and shine under its irradiation. In some light-protective compounds the ultra-violet absorption factor is directly related to their fluorescent power. In many instances, aqueous, alcoholic, and fatty solutions of the same substances will also fluoresce. It has to be emphasized, however, that the basic usefulness of fluorescent chemicals in light-protective formulas does not depend on their fluorescent features, but on their power to adjust ultra-violet irradiation to a desirable wave length. A wide range of light-protective substances for cosmetic use is now available; among these, the following compounds

deserve mention:

a) A series of phenolic-carbonic acids; mainly derivatives of oxy-cinnamic acid (cumaric acid); further, a group of chemicals present in vegetables or derived from vegetable extracts, such as Umbelliferone, Aesculetin, 4,5-dioxy coumarin, Daphnetin, Quercetin, and others;

b) The following oxy-derivatives of coumarin are known to suit the same purpose: beta-methyl umbelliferone (4-oxy-beta-methyl coumarin); beta-umbelliferone acetic sodium; and beta-methyl aesculetin.

c) The following derivatives of salicylic acid are light-protective chemicals: menthyl salicylate, phenyl salicylate, benzyl salicylate.

d) The esters of anthranilic acid are of high importance in this instance, namely, methyl anthranilate, benzyl anthranilate, cyclo-hexanil anthranilate, bornyl anthranilate and isobornyl anthranilate.

e) Naphthol derivatives in this field are 2-sodium naphthol, 6-8 disulfonate, and betanaphthol-3-6-disulfonic sodium.

f) Other light-protective chemicals are: cinnamalacetophenone, dibenzalazine, dibenzalacetone, benzyl amino orthobenzoic acid, benzimidazolene, phenyl benzimidazolene sodium sulfonate, Stilben, 2-phenyl benzoazole, 2-phenyl benzothiazol.

g) A broad filtering action is present in the esters and amides of paramethoxy cinnamic acid;—particularly, in its p-methoxy cinnamic diethylamino ethanol ester. Esters which are suitable for the same use are those of p-amino benzoic acid—for instance, isobutyl para-amino benzoate, and glyceryl para-amino benzoate. Many of these chemicals are patented for addition to light-protective oils and creams.

h) Water soluble sulfonamides may also provide satisfactory light protection; among these are Eubasin, Cibazol, Albucid, and Prontalbin. It is significant that the sulfonamides have entered an industrial market on account of these properties: they are now being used in the production of light-fast leathers.

A light-protective product's compatibility with the skin is a decisive factor governing its use. The naphthol derivatives have to be handled with some caution in this application. Some of the chinin derivatives may also cause irritation; thus, chinin sulfate exposed to intense ultra-violet irradiation may be broken up into poisonous chemicals. Chinin salts—except for the stearate and oleate—have to be applied in an acid medium. Other light-protective agents are only active in weakly alkaline conditions at pH 9-11; outside this type of vehicle they have been found to lose their solubility, and fluorescent properties. Products in this group are Aesculin (a glycoside of chestnut bark), Umbelliferone and several naphthol derivatives.

Sensitive persons may develop skin irritations through the use of acid, or alkaline carriers alone, and particularly so under exposure to the sun; this sets a limit to the use of several suntan chemicals. The rate at which light-protective chemicals should be present in a formula is based on absorption tests employing spectral analysis.

Generally speaking, light-protective additions to suntan cosmetics should be at a rate of 2-10%. Salicylic acid derivatives require a rate of 10% because of their low molecular weight—which implies a certain hazard of skin irritation. The only exception to this rule is menthyl salicylate.

In high-mountain districts and on the seashore ultra-violet irradiation is more intense because it is reflected by the snow, ice, and water. Products destined for use in these areas require a higher percentage of light-protective compound than those intended for the low-



lands.

A rate of 1% chinin bisulfite is compatible with the skin without achieving perfect protection—this would require a 3-4% addition of the same chemical. If a cream or oil made with this product is rubbed into the skin more than once in a day, the rate of chinin bisulfite accumulates, since it is slow to leave the organism, and skin trouble may, finally, result. In all considerations on practical application and on its imminent hazard we have to keep in mind, that warm sunshine will also act on the sweat glands and prompt the skin to absorb an excessive rate of light-protective compounds. Therefore, some of the eczema resulting from sunbathing may be ascribed to chemicals which are incompatible with the skin or, absorbed by it at an excessive rate, while other irritation may be of an allergic nature.

A series of light-protective compounds now on the European market is absolutely harmless to the skin, and based on long experience and great care taken in formulation and production; among these, could be mentioned the "Antisolaire," "Parsol," "Prosalol," "Solprotex," "Melaginen" and "Noburn" products. Some of these include only one active component, others are complex mixtures.

Aside from correct dosage, the usefulness of a light protective cream or oil depends also on its vehicle; for, it's the base which will form a film of higher, or lower thickness. The volume of vehicle per unit of skin surface governs the total of active agent applied to it. The oldest and, probably, the most reliable base in this instance is a fatty, or, an oily vehicle: it forms films which have a low surface tension and no tendency to tear apart in application.

The average film thickness with fatty creams is about 0.007-0.01 millimeters; with oils and aqueous solutions it should be 0.005-0.009 millimeters. A layer of 0.035 is sometimes recommended, but rarely applied.

The suntan vehicle is also supposed to keep the skin supple and resilient, in spite of the fact that some light-protective cosmetics are made with a vehicle based on hydrocarbons, which will not penetrate the cutaneous layers. An addition of 2-3% of shark liver oil to the formula has been found to accelerate the tanning process; yet, chlorinated shark liver oil is of no use because its natural vitamins A and D have been destroyed.

Bases of the W/O type are, under all circumstances, more useful than those of the O/W group, since the first-mentioned emulsions remain unaffected by heat, wind, and sun. Water-soluble films are subject to quick drying; they may be rinsed off through perspiration, or, in a dive,—except in case that silicone oil, or, silicone fluid is among their components.

To summarize, we may state that light-protective cosmetics for healthy skins should be formulated to eliminate the harmful wave lengths of sun irradiation, to afford good protection to the skin while the adjacent wave lengths exerting a beneficial bactericidal and therapeutic-action should be freely admitted.

The formulas quoted below are good examples of modern, sun-protective cosmetics. They can be stabilized with a 0.2% addition in esters of p-oxybenzoic acid.

#### Suntan Oils

- |                                 |                         |
|---------------------------------|-------------------------|
| a) 5% liquid lanolin derivative | b) 20% sperm oil        |
| 43% isopropyl myristate         | 20% isopropyl myristate |
| 50% paraffin oil                | 55% mineral oil         |
| 2% sun protective agent         | 5% sun protective agent |

#### Suntan Lotions

- |                               |                           |
|-------------------------------|---------------------------|
| a) 4% sorbitan mono-stearate  | b) 60% alcohol            |
| 6% POAe Sorbitan monostearate | 5% silicone, alc. soluble |
| 25% mineral oil               | 5% light protective agent |
| 3.5% light protective agent   | 5% glycerin               |
| 61.5% water                   | 25% water                 |

#### W/O Suntan Creams

- |                               |                           |
|-------------------------------|---------------------------|
| a) 6.5% spermaceti            | b) 35% absorption base    |
| 6.5% stearic acid (1st grade) | 5% isopropyl myristate    |
| 31% paraffin oil              | 3% light protective agent |
| 10% isopropyl palmitate       | 57% water                 |
| 2.5% beeswax                  |                           |
| 10% silicone oil              |                           |

#### (W/O Suntan Creams)

- |                           |                           |
|---------------------------|---------------------------|
| c) 0.8% triethanolamine   | d) 2.5% wool wax alcohol  |
| 2% glycerin               | 0.8% stearyl alcohol      |
| 3% light protective agent | 22.9% paraffin, 50-52° C  |
| 0.8% borax                | 5% light protective agent |
| 26.9% water               | 10% lanolin               |
|                           | 58.8% water               |

#### O/W Suntan Cream

- |                                |                           |
|--------------------------------|---------------------------|
| a) 13% glycerine mono-stearate | b) 15% Lanette wax N      |
| 4.7% lanolin, anhydr.          | 5% Eutanol G              |
| 4.7% propylene glycol          | 5% Isopropyl palmitate    |
| 5% light protective agent      | 3% light protective agent |
| 23.5% isopropyl myristate      | 10% silicone oil          |
| 10% silicone oil               | 5% glycerin               |
| 39.1% water                    | 57% water                 |

Sunburn ointments should be made with a cold cream base, to produce a true, cooling effect. An emulsion of waxes and vegetable oils should provide the vehicle. Wool wax would reduce this cooling action, and paraffin oil would completely eliminate it. An anesthetic additive to preparations of this kind is anesthesin (p-amino benzoic ethyl ester) which should be included in the formula at a rate of 2-3%, along with 5-10% boric acid. To combat inflammation and speed up the healing process 0.02% azulene should also be included in the recipe.

Natural resistance to an excess dosage of sunshine develops only in persons who live continuously in the open sun; it is absent in white people and this is why our skin must not be exposed to the sun for any long period of time, without adequate cosmetic protection. The problems of correct formulation in this instance have been solved, by the development of modern, light-protective agents which permit all sunlight reactions which are biologically desirable, while the harmful results of excessive irradiation can be cut out completely.

#### References:

- 1 Strahlentherapie Vol. 60 No. 17
- 2 Brit. Med. J. 1939, 559
- 3 Arch. Pharmaz. Ber. Dtsch. Pharm. Ges. (1924) 280, 273.



# The **URBAN** Negro Market

With a combined income of \$15,250,000,000 after taxes, the Negro market offers a fertile field for development. . . . What cosmetics are purchased and means for reaching and selling this growing market



Negroes are a wide range of skin color and hair texture. Facial features range from the most Negroid to the most Nordic. The girls pictured above are sisters.



Negroes recognize that their color and the differences in their physical appearance represents the basic reason for their inequitable social status. Personal care and appearance are highly important.

Less than 10 years ago, large segments of American industry dismissed the Negro market as unimportant or too small to warrant specialized promotions. Today, a glance through Negro publications like *Ebony Magazine* indicates the number and variety of companies actively promoting product acceptance direct to Negro consumers. Probably a most conspicuous classification absence is the advertised brands of the cosmetic industry.

Dr. J. T. Johnson of Lincoln University, in a study of the cosmetic industry's opinions of the Negro market, compiled the following comments:

1. "We appeal to the Negro market although our ads are not placed in Negro publications. The magazines we advertise in go into Negro homes as well as white."
2. "Our products are not the most attractive for Negroes."
3. "The Negro requires special types of cosmetics and since we neither make nor sell specialized cosmetics, our products are not suitable for promotion in the Negro market."
4. "The Negro market is too small."
5. "Negroes are not able to buy our products."
6. "It would be necessary to make a special appeal to the Negro market."

Before I attempt to present a rebuttal, perhaps it

would be best understood if I clarified our concept of the Negro market. We shall limit our discussion to an analysis of urban Negro market characteristics and to a review of the consumer potential that has developed in the last 15 years. Since 1940, economic gains from greater urbanization, job diversification, upgrading and more professional participation has resulted in a mass purchasing power probably exceeding the total of all Negro economic gains of the previous 75 years. *Fortune Magazine* estimates Negro cash income—after taxes—at \$15.25 billion, representing a market roughly equal to the value of all merchandise exported from the U.S. last year.

The sharp rise in Negro spendable income closely parallels the beginning of major Negro industrial employment. This can roughly be reckoned from the date of President Roosevelt's Executive Order No. 8802.

This directive established the fair employment principle in industries holding war contracts and opened new jobs at higher pay to Negro workers. These higher pay job opportunities were the incentives that accelerated Negro migration to industrial cities.

Between 1940 and 1950 for example:

The white population of New York increased	2.0%
The Negro population of New York increased	62.4
The white population of Chicago increased	0.1%
The Negro population of Chicago increased	80.5

# FOR *Cosmetics*



WILLIAM P. GRAYSON\*



▲ Brown complexioned Negro women have a tendency toward a dry skin which gives them an "ashy" appearance on arms, hands, and legs. Some work in occupations that make them greater users of creams and lotions.

▼ Beauty establishments are the most numerous of the businesses owned and operated by Negroes. Mme. C. J. Walker, Mme. Malone, and Mme. Sara Spencer Washington were Negro beauticians and manufacturers who reputedly built million-dollar businesses.



▲ Aromatics

The white population of Detroit increased	5.0%
The Negro population of Detroit increased	101.4

## Urban Decentralization

As cities grew, new home construction and garden apartments in the suburbs attracted a large member of the white city-families. This trend toward urban decentralization often afforded the opportunity for overcrowded Negro communities to expand into the vacated areas. The marketing significance of a high concentration of Negro population in central-city areas of major cities is apparent. In 29 big cities Negro population is 11% to over 50% of the city zone totals. Distributors, jobbers, independent retailers and chain store units now recognize the growing importance of the Negro consumer.

## Purchasing Power

And again, using *Ebony* as an example—it shows a growing list of advertisers who, having applied an update study to coverage patterns and media influences, have profitably set up promotional plans, more in step with the times. On the basis of facts now available, the Negro market appears as a vital area for future sales expansion for the cosmetic industry. Evaluation of comparative studies for various cities points convincingly to a conclusion that Negro per capita expenditures for drug, proprietaries, cosmetics, and related items are greater than those for white consumers. A local study by *The New York Times*, the *Daily News*, and the *Daily Mirror* helps to support this premise: Cash expenditures in residential Census Tract 3, with 96% white families averaged \$16.09. Residential Tract 18, with 94% Negro families purchased nearly twice that rate for an average of \$28.21 per capita.

Understanding the Negro market—and the Negro customer—assumes a willingness to divorce one's self of any acquired prejudices and racial generalizations. An attempt at an honest understanding will concede that the Negro market is different—different because it is composed of people who are products of an environment that arbitrarily imposes a subordinate and inferior group status upon them. Most Negroes are possessed of highly visible physical differences—characteristics which many people still associate with undesirable racial generalizations and ante bellum stereotypes. To escape these symbols of second-class status, Negroes have developed some intense drives, ambitions, aspirations, ideals and a unique buying behavior.

\* Eastern advertising manager, *Ebony* Magazine. Address before the New York Chapter of the Society of Cosmetic Chemists.

Many Negro purchases of popular brands are bought for entirely *different reasons* from those influencing white customers. Because the Negro has had bitter experiences with sharp selling practices, cheats and shoddy merchandise, he is more inclined to rely on familiar brands and labels. He is disposed to indulge himself with a luxury as a vindication of confidence that he can have the best available. To be able to enjoy the best is considered the "acme" of dignity and stature—and this characteristic is part of the up-hill fight for socio-economic status. Negroes often resent being offered the lowest price items or a cheaper substitute. This is construed as an implied inference of inability to buy the best.

The desire for prestige and recognition—strangely enough—is not limited to upper-income Negro families, alone. Whatever their economic status, Negroes have made it a part of their behavior pattern to buy the best they can afford. Surveys and studies prove that Negro buying almost invariably reflects a better quality purchase than other families in the same income bracket.

Eli Ginzberg of Columbia University, author of "The Negro Potential" says, "Freer inter-racial mingling encourages better taste and higher living standards." Social standing and acceptance in the Negro community depends to some extent on personal appearance and the ability to achieve standards of dress approved by the group. Even *affluence* is measured in terms of overall good grooming.

#### Cosmetics Purchased by Negro Women

The Negro has *more reasons* for deep emotional concern for fastidious "personal care" effects. To survive and progress, he must minimize differences condemned by majority group rejection. He therefore is vitally interested in cosmetic information, beauty hints and products with characteristics adaptable to his aspirations. Negro women use popular brands of shampoo, hand lotion, face cream, nail polish, astringents, make-up base, face powder, lipstick, eye shadow and mascara. Fewer Negro women than white use rouge.

The usage variations are symptomatic of the special problems of Negro women. Brown complexioned Negro women, for example, have a tendency to dry skin which gives them an "ashy" appearance on arms, hands and

legs. Additionally, some occupations of many Negro women suggest greater need to use hand lotions and creams.

Negro complexions are a wide range of color tones from the most Nordic to the most Negroid. Most can be classified as brown. Women with dark brown complexions have considerable difficulty finding lipstick colors compatible with facial color-tones. The widely distributed orange and light red lipsticks tend to give a bizarre and unattractive appearance. Blue-red, brown-red, fuschia and clear-reds are better sellers to Negro women. The dark-red tones are thought to give dark-complexioned women a "purplish" appearance.

Despite these difficulties and limited choices, a five-year study of white and Negro family purchases in a major southern city established the fact that Negroes buy more of nearly all cosmetics than whites, with the exception of lipstick and shampoo. Most Negroes have the same difficulty in obtaining satisfactory face powder color tones as with lipsticks.

Purchase of the face powder products of the non-specialized cosmetic companies is high, with such well-known national trade names as Avon, Revlon, and Coty's probably accounting for about *one out of every four* purchases. Numerous specialized brands of face powder are purchased heavily in various sections of the U.S. but a considerable number of Negro women buy blends prepared especially for their individual complexions.

#### Negro Expenditures for Personal Care

According to Fortune Magazine, Negro expenditures for personal care in 1935-36 were about 3% of total income. By 1950, personal care purchases nearly tripled. Estimates today would place cosmetic product purchases at more than \$1½-billion. \$250-million of this is spent in Negro beauty shops that are members of the National Beauty Culturists League. According to The American Hairdresser, the average white woman spends about \$40.00 per year—the average Negro woman, \$72.00.

Advertising of cosmetic brands to Negro consuming families should justify probably more than many other products, especially prepared ads in Negro magazines and other media. These ads combined with point-of-purchase displays using Negro models as illustrations can promote more effectively the association of product brand-name with usage. Purchase and shopping habits seem to indicate that print media and displays are best suited for effective cosmetic promotion to this market. Negroes buy by brand, and nearly 60% of all cosmetic purchases are bought from independent and neighborhood chain units. The prevalence of robot selling in retail operations and the customer's independence to select his choice of brands in self-service stores seems further evidence that print advertising will build stronger brand preferences. Print advertising offers the only means of explaining specific product advantages to Negro customers in a "private" atmosphere conducive to a frank discussion of personal, racial and physical characteristics—intimate subjects to which the Negro is admittedly sensitive. There are "plus" advantages in providing the Negro customer a *picture* of the product, its *trade-mark* and *brand name*. Showing the product in full color with illustrations of the results the Negro woman can expect for her personal beauty and make-up problems can be one of the most convincing promotional tactics to sell Negro consumers.

A survey by Daniel Starch confirms a definite preference of Negroes for models with which they can identify. For example:

29.0% of the men and 31.3% of the women definitely prefer Negro models.



One of the most successful Negro cosmetic manufacturers is Mrs. Joan Washington Hayes, shown with her husband, Holton (vice-president). Mrs. Hayes is president of Apex Cosmetic Co.

19.3% of the men and 18.4% of the women usually prefer Negro models.

10.7% of the men and 10.8% of the women stated, "It depends on what is advertised."

0.3% of the men and 0.1% of the women would prefer whites as models.

### Advantage of Negro Market Specialist

A complete Negro market advertising and promotional plan might well employ the services of a qualified Negro market promotional specialist. A Negro representative can perform effective work beyond the usual trade and retailer contacts. Such representatives can often effect

companies to organize subsidiaries for the Negro market were failures. Many good reasons can be given for this, but it is indisputable that it takes considerable time and great expense to establish brand names, obtain distribution and win consumer confidence.

At this point, it would seem that the recognized specialized companies with good reputations and brand names that are well-known and accepted, would have a big advantage. Most of these companies, however, concentrate primarily on products for the hair. Skin products, soaps and shampoo are wide open potentials. But, for any company to make the most of this virgin opportunity, product manufacture and advertising should be based on more scientific research of qualities and characteristics especially suited to Negro skin and hair problems. Negative advertising appeals such as "for soft white hands use 'X' lotion" should obviously be avoided.

Today, the Negro market is an established reality described by Secretary of Commerce Weeks as "a rising young market with a tremendous potential for all kinds of goods and services."

Distributors in major cities are acutely conscious of the growing Negro market potential and some question the ability of present promotion to help them establish customer and retailer rapport. Local stores with an important cosmetic volume are now justifiably apprehensive as white community population *shrinks* and Negro patronage *increases*. Some of these merchants tell us they want to do business with Negroes. In some areas, they *must—to stay in business*. They ask honest questions about how to sell to Negroes.

Negroes are sensitive—but not unusually so. They want to be *recognized*. They resent retailer attempts to switch a brand selection at point-of-sale. They have a definite preference for quality and prestige symbols, and they have a combined income of \$15.25-billion—*after taxes*. For cosmetic manufacturers looking for new business volume, it should be particularly interesting to know that Negro personal care purchases have increased 3-times over in the last 10 years. But, as *big* as the Negro cosmetic potential is *now*, statistics indicate it is growing even *bigger*.

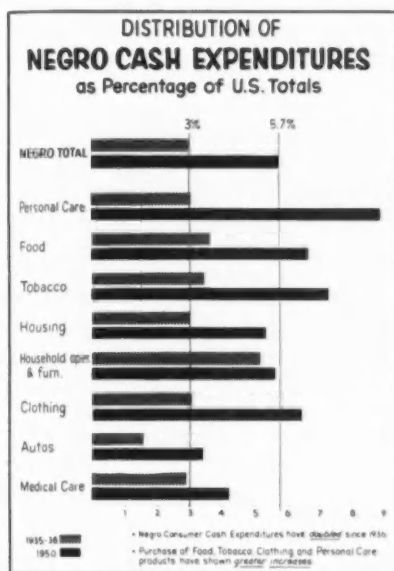
Cosmetic manufacturers must be concerned with the fact that the 1950 census reported a 2-million decline in white population between the ages of 10 and 19, while Negro population in this group increased about 1.0%. It is a matter of record that cosmetic consumption is greatest between the ages of 15 and 35. *Therefore*, the 10 and 19 year old girls in 1950 are now 16 and 25—and *this group will be the cosmetic industry's biggest customers for the next 10 years*.

If the reasons listed by Dr. J. T. Johnson for the cosmetic industry's disinterest in the Negro customer were "comfortable" evasions in 1948, the present facts now condemn them as very expensive luxuries.

As a final thought, promotion to the Negro market is not unusually difficult. Especially written ads with attractive Negro illustrations can effectively build a loyal brand preference and profitable consumer rapport.

I sincerely hope that I have brought you some information to challenge complacency—and in some quarters, the assumption that the Negro market can be effectively sold as a part of the incidental coverage of general campaigns.

It is my hope that these broad outlines will give you a new dimension of the scope of the urban Negro market potential today. The comparisons were injected with the deliberate thought that they will prove sufficiently provocative to stimulate more independent investigation and objective observation.



Fortune Magazine's issue of September 1956 estimated Negro cash income, after taxes, at \$15.25 billion, representing a market roughly equal to the value of all merchandise exported from the United States last year.

valuable tie-ups with influential Negro fraternal and other social organizations. More important—*Negro employment symbolizes a democratic company policy*. Oft-times the mere presence of a Negro representative subtly capitalizes the intangible "plus" of *race-pride* and *goodwill* for extra sales.

Perhaps it now seems apparent to you that Negro families are becoming more conscious of urban requirements for good grooming. Today's urban Negro family has the means to indulge the desires for many luxuries and to purchase or reject products in any price category. And, there is apparently no *absolute* reliance on special Negro market cosmetics.

### Volume Potential

This market, of \$16-billion, provides a big opportunity for cosmetic manufacturers with the right quality products, color-tones and shades. Comparative statistics compiled for a five-year period showing white and Negro cosmetic purchases in Memphis, Tenn. point up sharply this volume potential.

Negroes, representing 39% of the city's population bought: 50.8% of the face cream; 54.8% of the face powder; 34.5% of the lipstick; 54.5% of the hand lotion; 63.4% of the deodorants; and 20.8% of the shampoo.

The question has been raised whether specialized or non-specialized cosmetic companies can best approach this market.

There are some psychological implications in this that are too detailed and complex to analyze here. Permit me to cite the known fact that several attempts of national



Modern cosmetics are based on cosmetological demonstrations which only the refined and logical research methods of today have made possible. Most important, the skin absorption of lyophilic substances and dermal hydration have taken the lead in the various methods of skin reconstruction and rejuvenation. Parallel to this research, important dermatological studies have been carried out, for the most part in France demonstrating the important number of allergy cases and incompatibility of various chemical and animal substances to the human skin that have been unsuspected until now. Therefore, the number of raw materials which come from these two origins is becoming more and more restricted. The marked importance of biocatalysts in cosmetics is especially being studied in Germany. This recent discovery has given a new impulse to the rationalization of materials usable in maintaining and treating the skin. Other experimental work has proven that amino acids, hydrolyzed, essences in specific conditions and prescribed quantities, the metabolites of plants and peptic substances, are all beneficial to the skin.

All of these eubiotic possibilities cited above are merged together in harmonious and balanced complexes in fresh fruit and vegetable juices. These juices are being increasingly used as selected raw materials in the preparation of beauty and skin care preparations containing hydrates and eubiotics in conjunction with absorbable lyophilic substances.

In Italy with research that dates back to 1949, Rovesti and his co-workers were the first to develop the use of fruit and vegetable juices from the empirical dermal-cosmetic stage to the realization of modern beauty preparations. Their experiments prove that these juices "possess true eubiotic properties for the skin. At the

same time, they are tonic—hardening or softening—according to the circumstances and confer a velvety complexion. These treatments also exercise a cumorphic action." Working from these observation, the physiological effect of these juices on the skin would be due to the "synergistic complex of small doses of all the constituents beneficial to the skin contained in the juices and through which a true dermatological homeopathy is realized (vitamins, essences, pectin, amino acids, flavin)." All of these substances have been separately tested on the skin and their beneficial effects have been proven by extensive writings.

Rovesti in his latest research demonstrated the skin revitalization power of phytostimulines and of their juices that come from fruit and seed embryos treated by the Filatov method.

It is well known that certain vegetable organs, just as animal organs, can produce bioresistant substances (called biostimulines) by being subjected to specific adverse conditions (low temperature and prolonged darkness) for several days. When these stimulines, formed in the tissues and fighting for life, come in contact with the skin that has lost a part of its vitality, the skin receives something like a slap or whipping. This biting vitality reanimates the skin in a healthy manner.

The stimulating biogenic substances were named "phytostimuline" by Filatov and belong to the group of skin biocatalysts. The revitalizing and rejuvenating action of these substances on the skin have been thoroughly proven recently in a series of tests. The advantages of the phytostimulines, in addition to their straight forward cosmetic action are their specificity, their absolute harmlessness and stability. Numerous cosmetological experiments carried out in Italy have

FRUIT & VEGETABLE JUICE, ANALYTICAL DATA\*

HORMOFRUIT	PROTEIN SUBSTANCE %	FREE ACID %	INVERTED SUGAR %	SACCHAROSE %	LIPID %	EXTRACTED SUBSTANCE %	VITAMINS
ORANGE	4.56	5.67	11.71	12.06	--	30.62	A.B.C.E.
CHERRY	5.67	3.02	25.03	2.14	--	7.39	C.
FIG	5.06	--	--	65.31	--	--	---
STRAWBERRY	2.48	3.90	21.54	4.66	--	2.01	B.C.
RASPBERRY	5.71	6.21	16.29	3.73	--	4.20	B.C.
APPLE	1.68	2.94	33.47	3.69	--	13.70	C.
BLUEBERRY	3.27	3.75	22.21	--	--	2.98	B.C.
PEAR	1.51	8.84	29.86	6.30	--	14.15	--
PEACH	3.90	3.02	15.37	23.61	--	7.43	A.C.
APRICOT	3.78	2.85	15.07	22.05	--	6.93	A.B.
PLUM	3.27	3.79	23.18	7.72	--	13.09	A.
GRAPE	2.89	3.23	62.83	--	--	7.98	A.B.
CURRANT	2.14	9.26	26.79	0.25	--	25.30	B.C.
LEMON	3.10	22.63	1.48	--	--	43.30	C.
TOMATO	4.20	--	14.70	--	8.40	4.20	A.B.
CARROT	3.04	--	38.36	--	8.40	5.40	A.B.C.
CUCUMBER	4.20	--	8.82	--	8.40	4.20	C.
LETTUCE	3.88	--	9.22	--	12.60	5.88	A.E.

\*HORMOFRUIT



# Hormo-Fruits

By Dr. Silvio Rivera

S. A. Esperis Laboratories, Milan, Italy



demonstrated the eubiotic action of the phytostimulines. These are also successfully used in therapeutics and injections. Tallarico, using the juices extracted from germinating seeds internally, carried out extensive experiments which demonstrated their exceptional eubiotic powers. This seed therapy gave Rovesti the idea of utilizing their properties for cosmetic applications and revitalizing preparations with the base of juices extracted from oat and corn needs, etc. Their effectiveness has been definitely proven.

Basing further research on the previous observations of the pronounced biological and stimulating efficaciousness of the vegetable embryo juices, it is further ascertained that these products contain phytohormones. These are called "growth agents" by Kocheler. Certain Russian authors consider them comparable to animal hormones. But while animal hormones have given rise to incompatibility and disadvantages in dermatology, cosmetics and therapeutics, the phytohormones are absolutely non-specific and do not cause any disturbances.

It is necessary to distinguish these phytohormones from the substances which stimulate the growth of vegetables and which are at present called phytohormones as well. The latter are products of the alpha-naphylacetic and phenoxyacetic acids which are used exclusively for chemical synthesis. In the field of natural phytohormones we should also like to call to mind the works of Rovesti and Cocchini that were the subject

of a treatise given during the International Convention of Esthetics and Cosmetology held in Brussels.

This work denotes the vast importance of vegetable phytohormones as auxins and the allied products that give a considerable cosmetic effect.

We should like to call your attention to colchicine which operates as a vegetable hormone with its action on the abnormal development of seeds that have been previously immersed in a water solution.

To prepare concentrated fruit juices,\* research was based on conclusions that have been previously obtained principally in Italy. Through a special system of extraction and concentration that maintains all their initial properties (vitamins, amino acids, pectins, etc.), the products are enriched with phytohormone substances either when using Filatov's method or when adding their juice concentrates obtained from germinating seeds. By using such procedures, we have been able to obtain fruit juices and vegetable juices that contain the products that are recognized by modern cosmetic science as being the most active for maintenance and revitalizing skin treatments.

The cosmetic experiments using fruit and seed juices have given very positive results. It is certain that these new vegetable raw materials will take their rightful place of prime importance in the cosmetic field.

\* Hormo-Fruits

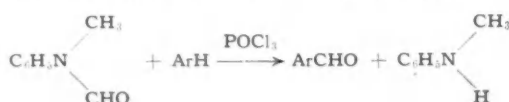
# Aromatic Aldehydes

## Part 2

DR. KURT KULKA  
Fritzsche Brothers, Inc.

### Formylation with N-Methylformanilide

In the presence of phosphorus oxychloride, N-methylformanilide will act as a formylating agent, thus:



This process was first described by Vilsmeier and Haack,<sup>19</sup> who obtained *p*-N,N-dialkylamino benzaldehyde in an 80% yield from N,N-dialkylanilines.

In the course of the past years, the method has been extended to various other aromatic compounds, such as certain hydrocarbons (including anthracene, acenaphthene, and pyrene). However, the method failed in the case of benzene, naphthalene, and hydrindene. A prerequisite for the successful application is the presence of a reactive (labile) H-atom adjacent to a C-atom. Of importance to the aromatic industry is the fact that phenols and phenol ethers lend themselves well to this process; for example, vanillin prepared from guaiacol, and anisaldehyde from anisole. Resorcinol dimethyl ether is formylated in the 2-position.

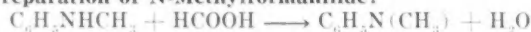
**Position of the CHO Group:** This group enters the ring in *ortho* or *para* position, according to the directing group.

**Solvents:** If the reactants are miscible with each other, no solvent is necessary. However, in the contrary case, solvents such as benzene or *ortho* dichloro benzene may be used to effect solution of the reactants.

**Yields:** These are generally satisfactory, i.e., 70-95%.

**General Outline of the Process:** 1 mol. of the aromatic compound, 1.3 mol. of N-formanilide and 1.3 mol. of phosphorus oxychloride are mixed together, with or without solvent, and are permitted to react at room temperature for a sufficient length of time, or are reacted at elevated temperature (usually not higher than 80-95° C.). The reaction product is then hydrolyzed with alkali or sometimes with sodium acetate, and the aldehyde liberated by steam distillation or by extraction.

#### Preparation of N-Methylformanilide:<sup>20</sup>



321 g. of methylaniline

300 g. of formic acid, 85-90%, and

1,800 cc. of toluene

are placed in a 3-litre flask. The solution is distilled slowly through a 3-foot column. At 87-88° C. the water-toluene azeotrope will distill. Then the temper-

ature rises to 108-110° C. After approximately 1,500 cc. of toluene have been collected, the remainder is distilled *in vacuo*. The yield of N-methylformanilide (b.p. 114-121° C. at 8 mm.) is 93-97% of the theoretical.

### Example of the Process:

#### FORMYLATION OF $\beta$ -NAPHTHYL ETHYL ETHER<sup>21</sup>

A mixture of 43 g. of  $\beta$ -naphthyl ethyl ether  
45 g. of N-methylformanilide, and  
51 g. of phosphorus oxychloride

is heated on a steam bath for 6 hours. Then the hot mixture is poured into 700 cc. of cold water. The crude aldehyde is collected on a Buchner funnel, washed with water, and recrystallized from 450 cc. of alcohol and 4 g. of carbon. Yield is 74-84% of the theoretical (37-42 g. of 2-ethoxy-1-naphthaldehyde).

**Remarks:** If the *para* position is flanked in the two *meta* positions by alkyl radicals, or if a halogen occupies a nuclear position, the reaction will not take place.

There is a rather extensive literature on the formylation with N-methylformanilide.<sup>22,23</sup>

In the place of N-methylformanilide, the readily available N,N-dimethylformamide can be used to formylate certain phenol ethers. Here again, the *para* position (or, if this is occupied, the *ortho* position) will be attacked.

Buu-Hoi, Xuon, Sy, Lejeune and Tien,<sup>24</sup> who described the reaction in detail, obtained anisaldehyde by refluxing for 15 hours 108 g. of anisole, 87 g. of N,N-dimethylformamide, and 182 g. of phosphorus oxychloride. The reaction mass was poured on an excess of aqueous sodium acetate and steam distilled. By a similar procedure, carvacrol methyl ether gave a 76% yield of 3-methyl-4-methoxy-6-isopropyl benzaldehyde, and the methyl ether of tertiary butyl *m*-cresol was formylated in a 90% yield to 2-methyl-4-methoxy-5-tertiary butyl benzaldehyde. However, veratrole yielded only 30-40% of 3,4-dimethoxy benzaldehyde. Due to steric effects, no results were obtained with *p*-isobutyl anisole and *p*-tertiary amyl anisole.

#### REFERENCES

19. A. Vilsmeier and A. Haack, *Ber. deut. chem. Gesell.* 60 (1927), 119.
20. L. F. Fieser and J. E. Jones, in "Organic Syntheses," Vol. 20, p. 66, New York, John Wiley, 1940.
21. J. H. Wood and R. W. Bost, in "Organic Syntheses," Vol. 20, p. 11, New York, John Wiley, 1940.
22. L. E. Hinkel, E. E. Ayling, and J. H. Beynon, *J. Chem. Soc. (London)*, 1936, 339.
23. H. Vollmann and others, *Liebigs Ann.* 531 (1937), 1.
24. N. P. Buu-Hoi and others, *Bull. soc. chim. France* 22 (1955), 1594.

# "BOXERAMA" AWARDS

Eighty-seven awards were made in the Seventh Annual Set-Up Paper Box Competition, sponsored by the National Paper Box Manufacturers Association. All entries went on display and award certificates were formally presented to the winning box manufacturers at appropriate ceremonies during the Association's Annual Meeting and "Boxarama" exhibit in Miami Beach, May 1-5.

Selections were made from the equivalent of over

2,500 entries by a seven man panel of packaging, merchandising and design experts. Merchandising appeal was the foremost criterion for recognition in twenty-four different product categories, while additional awards were made to those boxes judged outstanding in construction, display and surface design. Twenty-eight first awards were voted, twenty-seven second, and thirty-two honorable mention. Awards in the cosmetic and soap fields are shown in the illustrations.

## "HIS AND HER" SOAP BOX

### FIRST AWARD IN SOAP

By WILLIAMS BROTHERS PAPER BOX CO.

Manufactured for: HOUSE FOR MEN, INC.

Handsomely bound in red lizard paper, the gold stamped lid of this unusual gift box is lined with a protective padding. The gold extension edge of the base frames an interior platform covered in red lizard paper in which gold foil wrapped trays display two cakes of soap to great advantage.



## SEAFORTH MEN'S TOILETRIES DISPLAY BOX

### SECOND AWARD IN RECTANGULAR COSMETIC BOXES

By THE WARNER BROTHERS CO.

Manufactured for: ALFRED D. McKELVY CO.

A printed chipboard sleeve protects this unit from manufacturer to retailer, where it is removed for display purposes. Two golden jugs of men's after-shave and talcum are firmly held in this extension edge box by die cut inserts glued for permanence. The use of red, green and gold colors with a snowflake pattern aim this item at the Christmas shopper.



## "PRIMITIF" DUSTING POWDER BOX

### FIRST AWARD IN ROUND AND OVAL COSMETIC BOXES

By W. C. RITCHIE & CO.

Manufactured for: MAX FACTOR & CO.

Simplicity of design and textural contrast effectively suggest the desired "primitive" quality in this striking cosmetic box. The lid set in is papered with gold foil, while the top label of high gloss black paper is printed with red. The base features a snap-in metal bottom, with a straw-colored cambric label banded in gold foil. Powder is contained in a separate insert within the base.





#### "MIDNIGHT" PERFUME BOX

HONORABLE MENTION IN RECTANGULAR  
COSMETIC BOXES By SPECIALTY PAPER BOX CO.  
Manufactured for: LEHN & FINK PRODUCTS CORP.

A keen challenge to production facilities, this striking package is the happy result of imaginative planning. The beveled base of royal blue foil has a gold foil insert tray which holds the perfume bottle securely. Also beveled, the royal blue foil lid is embossed in gold.



#### "INVISIBLE VEIL" POWDER BOXES

HONORABLE MENTION IN ROUND  
AND OVAL COSMETIC BOXES

By F. N. BURT CO., INC.

Manufactured for: ELIZABETH ARDEN SALES CORP.

The unique three-dimensional effect on the lid of this cosmetic box is achieved by superimposing two printed acetate discs above a printed top label, and separating the acetate discs by a decorative "frame" die-cut head. The lid is banded in pink, gold and white, while the white base with its gold extension edge contains an insert to separate powder and puff.



#### "JARDIN" SOAP GIFT BOX

SECOND AWARD IN SOAP

By THE WILLIAM KOEHL CO.

Manufactured for: THE DUBOIS CO., INC.

Effective as a medium of advertising, this leatherette box is used as a gift item to customers. Its sturdy and handsome construction encourages the re-use of this box, while the embossed gold seal on the hinged lid, trademark of the company, provides a subtle reminder of the donor.



#### "ELEGANTE" PERFUME BOX

SECOND AWARD IN ROUND AND  
OVAL COSMETIC BOXES By F. N. BURT CO., INC.  
Manufactured for: AVON PRODUCTS, INC.

Satin brocade inspired the textural floral pattern of the rose-colored foil paper used in banding and labelling the lid of this perfume box. Rose satin lines the fitted platform of the base, covered in plain silver foil. This is a container which reflects the delicate femininity of both product and consumer.



#### "SINTILLATION" PERFUME BOX

FIRST AWARD IN RECTANGULAR  
COSMETIC BOXES By F. N. BURT CO., INC.  
Manufactured for: LARKIN CO., INC.

Textured white lid band and label, gold edging and trademark provide subtle elegance in this perfume container. The cut-away base with its gold foil extension edge and gold carton board lining, contains a tray of drawn flocked acetate. Both protected and enhanced, the fragile product may be displayed with great effectiveness.

# AEROSOLS

for

## PACKAGING

## COSMETICS



VICTOR DI GIACOMO\*

**Each cosmetic type individually considered with reference to the basic ingredients of the formulation, the propellant or mixture of propellents recommended and the component parts of the aerosol package**

The production of individual aerosol units jumped from 42,000,000 in 1951 to approximately 312,000,000 in 1956. This large increase can be attributed to the many personal products which are packaged in this medium.

The term "aerosol" can be technically defined as being a suspension of fine solid or liquid particles in air or gas. Through common usage, however, the term today includes all those products that are dispensed from a container by a compressed liquefied gas even though no suspension of particles in air may be involved. Thus the term includes such products as the shaving creams and other foam types.

All aerosols are loaded either by cold or pressure filling methods depending on the type of product involved. Cold filling is the method which involves the pre-chilling of the concentrate which is then charged into the aerosol container. The propellant is also pre-chilled before being loaded. After loading is completed, the valve is crimped onto the container and the entire package is placed in a water bath at 130°F. as required by government regulations. Pressure filling is accomplished by loading the concentrate into the container at room temperature and removing any remaining air from the container prior to the crimping of the valve and the charging of the propellant through the valve. All foam type products and water based concentrates must be filled in this manner.

The individual components of the aerosol container, together with the propellents used, play an important part in the success or failure of the aerosol container.

Manufacturers of the various propellents that were originally used have found it necessary to develop newer

gases for the different types of pressurized products. Certain propellents, such as trichloromonofluoromethane and dichlorodifluoromethane, because of their physical and chemical properties, were not completely suitable for all types of aerosol products. The former was found to be subject to hydrolysis in water-base mediums thereby not permitting its use in foam type aerosols in which water is a large part of the completed formulation. The high pressure of dichlorodifluoromethane made it necessary to utilize other propellents in order to reduce the pressure—and the additional gases had to be carefully selected and only those that would not hydrolyze in the presence of moisture were utilized.

### THE FOAM PRODUCTS

#### Aerosol Shave Creams

Most foam formulations of the shave cream type, including the hand lotions, cologne foams, shampoos and sun tan preparations, are based on oil-in-water emulsions propelled by a propellant or a mixture of propellents which are not subject to hydrolysis. In preparing the formulation the chemist must take into consideration the effect the propellents might have on the end product. In many aerosol products, the propellant medium becomes an intricate part of the formulation and exerts a definite influence on the finished product.

Most aerosol shave creams cannot be classified as being either a brushless or lather product since they are basically a combination of both types. This product is based on an emulsion of myristate and stearate soaps and contains additional ingredients such as wetting agents, emollients, lanolin and others to give the end product definite characteristics. The fatty acid soaps are, in most cases, responsible for the appearance and working properties of the aerosol shave cream and care

\*Administrator of Perfume Laboratories, Givaudan-Delawanna, Inc. Lecture in the Seminar series on Cosmetic Chemistry, College of Pharmacy, St. Johns University, Brooklyn, N. Y. April 23, 1957.



must be exercised that only special high grades of fatty acids are used. In most instances, triethanolamine is used as the saponifying agent, and it is advisable that the finished formulation contain a low percentage of free triethanolamine to serve as a buffering agent and help inhibit corrosion. Foam aerosols based on triethanolamine stearates will usually have a loosely knitted lather while those based on triethanolamine myristate will give the resulting lather a closely knitted effect. Combinations of these fatty acid soaps can be used to obtain the desired physical characteristics of the foam product.

In certain formulations, it may be desirable to give the end product a heavier degree of consistency, which can be accomplished by utilizing small concentrations of polyvinylpyrrolidone. In foam products such as hand creams, colognes and emulsified hair preparations, the addition of glycols or certain sugar alcohols plays an important part in achieving the desired physical and functional properties of the resulting product. Sugar alcohols, such as sorbo, absorb the propellant and allow the foam product to lather more readily when dispensed. When certain of the glycols are used, particularly those, such as propylene glycol, that are insoluble in the propellant, the resulting product is a rather heavy, thick lather. It is, therefore, well to remember that the ingredients we have thus far mentioned are used in the foam aerosols only if the characteristic attributed to them is desired.

#### Propellant Concentration

For most of the foam aerosols, the propellant concentration normally recommended is between 7% and 10% of a 60-40 mixture of dichlorotetrafluoromethane and dichlorodifluoromethane. We must keep in mind that the concentration of propellant which is used will have an influence on the dispensing properties of the finished container since the propellents become an intricate part of the entire formulation. Low-charged containers will result in wet products having a minimum amount of lathering. Highly charged containers will be rubbery and have a dry character. The final selection of the proper concentration of propellant depends, therefore, not only on the end use of the product but also on the constituents contained in the formulation and the physical appearance desired when the material is dispensed.

In certain instances, it may be both necessary and desirable to replace the fluorinated and chlorinated hydro-carbon propellents with butane or mixture of butane and propane to overcome possible patent considerations. If this is done, additional formulation changes may be necessary to maintain the desired properties of the finished package.

The following formulation is an example of a typical aerosol shave cream:

PORTION A	20	Myristic Acid
	60	Stearic Acid
	40	Triethanolamine
	8	Lanolin Anhydrous
	5	Cetyl Alcohol
PORTION B	35	Sorbo <sup>1</sup>
	50	Tween 20 <sup>1</sup>
	50	Tween 80 <sup>1</sup>
	10	Neutral Soap or P.V.P.
	711	Water
	1	Borax
PORTION C	10	Perfume Oil
	1000	

#### Container Charge:

90% formulation as above

10% propellant, 60% Freon 114 or Genetron 320, 40% propellant 12

(The formulations discussed here are offered as a guide only and those interested should determine, by their own testing methods, the desirability of employing them for their own particular uses. It is impossible to make a complete patent study in each instance and it is therefore understood that no guarantees, expressed or implied, can be made with reference to the possible existence of any patent covering these products or their use.)

#### Aerosol Shampoos

A foam-type product which is closely related to the aerosol shave creams is the pressure-packaged shampoos. In order to be successful, a product of this type must possess extremely good lathering properties and must also be able to produce a lather even in hard water areas.

A combination of fatty acids such as the stearates, myristates and oleates emulsified with triethanolamine can be employed in formulating the aerosol shampoo. A small percentage of versene can also be incorporated into the formulation to insure good results in hard water areas. It is suggested that these products contain at least 50% of triethanolamine lauryl sulfate because of its excellent lathering and cleaning properties. Other additives, including bactericides, can be used in the formulation depending on the product's end use. If the shampoo is for pet use, pyrethrins and synergistic agents can be added.

Another shampoo which can be aerosol packed is the so-called cream type. This formulation is based on potassium stearates and triethanolamine stearate. It is also recommended that between 0.5% and 1.0% of benzyl alcohol be added to maintain the product's viscosity when it is packaged in aerosols. Pressurized products based on potassium or sodium salts may have a tendency to set up in the aerosol container after long standing. Benzyl alcohol prevents this condition, which would otherwise result in a non-functional product.

Emulsified materials are used in aerosol products in rather low concentrations, as compared with conventionally-packaged materials. This may, after long shelf life, tend to separate the principle in the container. The emulsified form can, however, be quickly regained by shaking and the container should, therefore, be labeled accordingly.

#### Aerosol Based Creams and Cologne Foams

In recent months two additional aerosol products have met with wider consumer acceptance—the aerosol hand cream and cologne foam. Both products are quite similar in nature except for the concentration of perfume oil in each. Products of this type must be capable of being worked into the skin rapidly, leaving a minimum amount of residual affect. They are based on triethanolamine stearate in conjunction with cetyl alcohol, Deltol<sup>1</sup> Extra (isopropyl myristate), glycerine, polyvinyl pyrrolidone and lanolin. Hand cream formulations containing a 2% to 4% concentration of silicones will have certain protective properties, and the use of G-11,<sup>2</sup> (Hexachlorophene USP) will further enhance the bacteriostatic properties of the product.

There are several other types of foam formulations all of which are based on somewhat the same basic ingredients. All of the foam formulations are packaged in specially lined containers to reduce the possibility

of corrosion, and valve manufacturers are in a position to recommend specifically designed valves to guarantee a functional package.

#### Aerosol Hair Set

The great success of the personal hair fixatives which has been achieved in recent years can be attributed to the aerosol package. This product has two distinct functional applications. Its primary function is to aid in maintaining hair manageability and its secondary application can be accomplished through the use of a higher concentration of perfume oil. The hair, in the latter case, has excellent retentive power and holds the fragrance for a long period of time. It must be remembered, however, that the second function makes the selection of a perfume oil for this type of product extremely important.

The first aerosol hair fixatives obtained their hair setting properties from shellac. This ingredient, however, created some difficulty inasmuch as the alcohol-shellac solution not only had an adverse effect on the perfume oils used but on the other constituents of the formulation as well. The castor oil which was used in this formulation presented stability problems. It, therefore, became necessary to develop a product which would make hair manageable under different conditions and also remain stable during long shelf life. Shellac proved unsatisfactory in this application because it was necessary to dissolve the required concentration in anhydrous alcohol prior to loading. Furthermore, quantities of shellac precipitated out of solution, in many instances, when other additives were incorporated into the formulation. A solution to many of the problems was found in polyvinyl pyrrolidone (PVP). In view of the low odor level of PVP and the small amount of plasticizer which is used with it, the perfuming problem was not as acute as that experienced with the shellac base formulation.

Formulations used for hair set preparations vary considerably depending on what effect is desired from the finished product. The use of a co-polymer of vinyl pyrrolidone and vinyl acetate enhances the functional properties of the sprayed product. Low (0.5 to 0.1%) concentrations of di iso thio urea have been found to act as a buffer in the event of hydrolysis in formulations of this type.

Myristic alcohol, isopropyl myristate, polyglycols and other fatty alcohols and esters have been used to increase the plasticizing properties of PVP. These same materials and others, such as ethyl cellulose, also tend to make the PVP mixture less hygroscopic, and the spray will not become matted on the hair if the hair is subjected to humid conditions.

Lanolin and its derivatives are being used today to improve the hair set formulation. This, however, necessitates a greater amount of care to make certain that these ingredients are entirely soluble in the spray hair set.

Due to the cost factor, only certain propellents are used in the pressurized hair set. 70% to 80% propellant is normally used, usually consisting of an equal mixture of propellents 11 and 12 (trichloromonofluoromethane and dichlorodifluoromethane). The formulation is completed with 2% to 3% of PVP, plasticizer, perfume oil, etc. and 20 to 25% anhydrous alcohol. The anhydrous grade of alcohol is used to prevent hydrolysis and other chemical activity which might have a deteriorating effect on the perfume constituent or cause a complete formulation break down.

The hygroscopic properties of PVP and anhydrous alcohol create some manufacturing difficulty particularly insofar as moisture contamination is concerned. Regardless of the care which might be taken during



Enough Molle Deluxe instant lather—about 4,000 cans—to provide over 400,000 shaves is produced in one hour on this filling line of Powr-Pak, Inc., Bridgeport, Conn. contract filler of aerosol products. The cans have already been loaded with a concentrate formulated of soap ingredients and the emollient glycerine, which forms a protective film on the face, imparting a supple, soothed and refreshed after-shave feeling. In the filling operation pictured, valves are being inserted in the concentrate-loaded cans and then crimped prior to gassing with the propellant.

production, a small amount of corrosion will take place during the normal shelf life of the product or under accelerated test conditions. Because of this situation, it is necessary that the fragrance blend used in the aerosol hair set be selected very carefully to avoid any possible effect on the perfume composition as a result of hydrolysis.

Two basic hair set formulations are as follows:

#### Aerosol Hair Set

(PVP-Vinyl Acetate Type)

8.00	PVP/VA 60-40 SDA-40 <sup>a</sup>
.20	Lanolin Oil <sup>4</sup>
.20	Myristic Alcohol
.20	Delyl <sup>2</sup> Extra
.70	Perfume Oil
90.70	SDA #40 Anhydrous

100.00

Filling Charge

30.0	Hair Set Formula (as above)
70.0	Propellant 11 & 12

100.0

#### Aerosol Hair Set

(Shellac Base Type)

0.5	Di iso propyl thio urea <sup>5</sup>
0.5	Perfume Oil
0.7	Delyl <sup>2</sup> Extra
0.3	Lanolin Oil <sup>4</sup>
48.0	Shellac Solution <sup>6</sup>
	(8.0 Orange dewaxed Shellac
	92.0 Anhydrous #40 C <sub>2</sub> H <sub>5</sub> OH)
50.0	Propellant 11 & 12

100.0



**LANOLIN CHOLESTEROLS in their most active form.**

The Amerchols are non-ionic, natural EMULSIFIERS, PENETRANTS and EMOLLIENTS made from pure lanolin. They will help you achieve superior cosmetic and pharmaceutical formulations by markedly improving stability, texture, appearance and effectiveness.

An Amerchol such as multi-sterol, liquid **Amerchol 101** enhances softening, penetrating and spreading activity while holding desirable moisture to the skin. The surface active Amerchols function at the interface in oil-in-water emulsions to bring about these unique effects on skin and hair.

The Amerchols are ideal, stable ointment bases which induce rapid drug release, and promote optimum healing rates.

**WE KNOW OF NO CASE OF AN ALLERGY DUE TO AN AMERCHOL.**



**American Cholesterol Products**  
INCORPORATED  
**AMERCHOL PARK EDISON, NEW JERSEY**

*Write on your business letterhead for technical literature and suggested formulas.*

## Powder Aerosols

During the last year or two, new types of aerosol products have been placed on the market in the form of pressure dispensed powders. The first product so packaged which might be placed in the "powder" or "solid" category was the paint spray which contained a heavy concentration of pigments together with solvents, drying oils and other carriers, all necessary to give proper coverage during application. The carriers aided in dispensing the solids contained in this type of product. In addition, in order to break up any sedimentation which may have been formed during shelf life, a metal or glass ball was placed in the container.

During the development of the paint spray, problems were solved which were later found to be applicable in the preparation of other aerosol powders in the toiletry and pharmaceutical fields. It was found that the pigments and the fast drying solvents and carriers could clog the very small aerosol orifice and that definite particle sized solids were necessary to insure proper valve seating and complete valve cut off to prevent valve clogging.

Although there were many problems to be solved in their development, the aerosols offered certain definite advantages for powder dispensing. This type of container prevented oxidation and shelf life decomposition and also permitted the use of materials which were normally found to be hygroscopic. The aerosol also permitted the manufacture of so-called sterile cosmetics.

The introduction of the aerosol for powder products necessitated complete product reformulation. The aerosol package required uniformity of particle size and elimination of gums and resinous materials which, because of insolubility could cause container difficulty. It was ascertained during research that 10% to 30% of solids could be utilized in an aerosol powder formulation and that a suitable propellant mixture consisted of 65% propellant 11 and 35% propellant 12.

In preparing a powder aerosol, the design of the valve and its seating must be given careful consideration and neither the solvent nor the suspending medium used must have any effect on the container parts. During the initial experimentation which led to the development of pressurized powders various methods and principles were utilized. These included the use of certain wetting agents to obtain dispersion, a method which may be particularly well suited for plant sprays, insecticides and similar products. Our own research resulted in the development of a method which proved to be excellently suited for the personal powder aerosol and involves the use of a medium to prevent agglomerative sedimentation by absorbing the propellant and suspending the solid ingredients. Thus, we recommended the use of 0.5% to 2% of a purified grade of isopropyl myristate.

The concentration of the suspending medium which is used depends entirely on the end product and the quantity of solids in the base formulation. The purified grade of isopropyl myristate has excellent solubilizing and co-solvency properties as a result of which it prevents the crystallization of bacteriostatic ingredients, perfume oils and other basic constituents which might tend to crystallize during shelf life. Larger concentrations of this suspending medium were found to enhance the functional properties of such products as plant sprays, leg make-up, etc. by creating a finished product with a higher residual nature which more readily adheres to a given area of application.

The propellant or mixture of propellants used in powder aerosols must be carefully chosen considering

not only the pressure required (depending on the type of container) but also the solvent effect the propellant might have on the constituents contained in the aerosol. Propellant mixtures are available for use in all types of aerosol containers and for all types of manufacturing processes.

#### Aerosol Deodorants

The personal deodorants have been packaged in aerosols with a great deal of success. There are various types of formulations, many of which are based on bacteriostatic constituents such as G-11<sup>1</sup> (Hexachlorophene USP). A basic formulation would consist of 0.20% hexachlorophene dissolved in about 12% anhydrous alcohol #40, with 2% ethyl cellulose N-10, alcohol soluble, a small percentage of isopropyl myristate and perfume oil. This is charged into the container utilizing a ratio of 15% concentrate and 85% propellant 11 and 12. Formulations can also be adapted for pressure-packaged aerosol deodorant colognes, an illustration of one being:

1.0	Glycerine
1.0	Perfume Oil
0.4	G-11 <sup>2</sup> (Hexachlorophene USP)
1.0	Isopropyl Myristate (Detyl <sup>2</sup> Extra)
5.0	Di propylene glycol
91.6	Anhydrous alcohol SDA 40

100.0

#### Filling Charge

70%	Concentrated Formula (as above)
30%	Propellant Mixture
60%	Freon 114 or Genetron 320
40%	Propellant 12

If a combination deodorant anti-perspirant product is desired, aluminum chlorhydroxide complex can be used as the astringent. The concentration that can be used is, however, limited by the solubility of this ingredient in the propellents. A recommended concentration would be set at a maximum of about 5%. Higher concentrations of this salt would cause solidification of the product at slightly elevated temperatures or on long shelf life. The bacteriostatic nature of the astringent also enhances the deodorant properties of the product. A typical formulation is as follows:

PORTION A	5.0 Aluminum chlorhydroxide complex
	5.0 Distilled Water

PORTION B	1.0 Detyl <sup>2</sup> Extra (Isopropyl myristate)
	4.5 Di Propylene Glycol
	.5 Tartaric Acid 170 in SDA #40
	.3 G-11 <sup>2</sup> (Hexachlorophene USP)
	.5 Perfume Oil
	83.2 SDA #40

100.0

#### Filling Charge in Glass Aerosol

70%	Concentrate Formula (as above)
30%	Propellant Mixture
60%	Freon 114 or Genetron 114A
40%	Propellant 12

Hexachlorophene in the above formulation increases its deodorant properties and the tartaric acid solution serves as a sequestering agent to prevent color reaction between the hexachlorophene and the aluminum chlorhydroxide. This type of product should be packaged in a glass aerosol because of the difficulty which might be encountered when using the aluminum salts in metal cans. The type of valve used for this product should also



**The MODIFIED LANOLIN with new properties.**

Modulan is the acetyl derivation of pure lanolin containing all the constituents of lanolin, modified by a unique treatment to impart NEW and VALUABLE PROPERTIES. (U. S. Patent No. 2,725,334)

Modulan forms clear solutions even in cold mineral oil and deposits hydrophobic, emollient films on skin and hair. These desirable protective films are waxy rather than tacky and are very pleasant to the touch.

Modulan is extremely hydrophobic—does not form greasy emulsions and is practically odorless. Because of its outstanding stability and compatibility with oil-in-water emulsions and with soaps and shampoos. Modulan is particularly recommended for use in creams, lotions, baby products, hair preparations, make-up, and ointments.

**CLINICAL INVESTIGATIONS HAVE INDICATED THAT MODULAN IS HYPO-ALLERGENIC.**



**American Cholesterol Products**

INCORPORATED

AMERCHOL PARK EDISON, NEW JERSEY

● **ACETULAN**<sup>T.M.</sup>—a new chemical

design for cosmetics—see page 61 this issue



be selected with care.

In adapting personal products for aerosol application, careful consideration must be given to the creation and selection of perfume oils. During the early stages of development the creation of aerosol fragrances presented definite problems which the perfumer-chemist had to contend with. Because of the effect that insoluble matter might have on the valve mechanism, the problems of solubility had to be solved. All ingredients in the formulation had to be soluble in the propellents and other formula components.

The high concentration of perfume oils used in pressurized perfumes and colognes made it necessary to substitute resinous ingredients as well as certain absolutes with anhydrol and solvent-extracted oils. Terpeneless oils replaced wax containing essential oils which proved to be unsuitable for this medium in most cases. It was found, however, that partial or complete substitution was not always necessary especially if the concentration of the insoluble oils was small. Since many of the perfume and cologne formulations contained alcohol, this ingredient acted as a co-solvent between the basic perfume formulation and the propellant. In such cases, low concentrations of these resinous ingredients will have no effect on the finished aerosol. It must be remembered, however, that this depends entirely on the concentration of insoluble material, the concentration of perfume oil, the amount of alcohol involved, and the type of propellant used in the formulation.

#### Incompatibilities

Possible incompatibilities between the various ingredients must not be overlooked by the perfumer. Some constituents with which no difficulty is experienced in the basic perfume formulation undergo chemical activity when they are combined or come in contact with the propellant or other components of the aerosol container. These components of the perfume ingredients are readily decomposed if the formulation is unstable and undergo a definite odor change. The perfumer, therefore, must study the compatibility of the various ingredients and use only those materials which will prove to be compatible in the completed formulation.

As in the case of most products, there must be no sensitizing reactions caused by the various ingredients. The essential oils and aromatic chemicals used in an aerosol perfume oil must in no way cause untoward effects when the product is used. This is of particular importance in aerosols where it has been noted that the fine spray and particle size may cause some reaction even from products which are normally non-sensitizing or cause only slight sensitizing reactions when used in conventionally packaged products. Some of these ingredients, when sprayed from an aerosol, have been found to cause watering of the eyes, sneezing and other similar reactions.

There are several materials which fall into this category. Benzyl benzoate, for example, is used in pharmaceutical preparations and as a solvent in other products in which it causes no sensitizing effect. It is, however, difficult to use in aerosols due to the reasons cited above. The perfumer-chemist must be aware of the possibility of sensitizing reactions in aerosol sprays and avoid those ingredients which are known to be their cause.

Corrosion is another problem with which the perfumer is faced when blending aerosol fragrances. This condition can be caused by incompatible ingredients which decompose the propellents and other aerosol components, in turn creating container and valve difficulty. As in the case of incompatibilities, it has been found that certain materials, which in themselves, cause no

difficulty, react in an entirely different manner when combined with other aerosol ingredients. To determine whether or not a catalytic effect will occur, it is recommended that normal shelf-life as well as accelerated tests be conducted before a product is released for distribution.

#### Odor When Dispensed

After completing the aerosol perfume oil keeping in mind all the problems cited, the perfumer-chemist must still determine what the odor of the blend will be when aerosol-dispensed. A conventionally-packaged fragrance presents several stages of odor perception—the initial notes; the odor character on the skin, and the odor character after a period of time on the skin. Aerosol fragrances are, however, completely disseminated almost instantaneously when sprayed. It may, therefore, be necessary to re-balance the formulation in order to obtain the same olfactory stimulus from the pressurized product as from the non-aerosol package.

The aerosol has presented its own unique problems which have thus far been solved through the cooperative efforts of the members of the industry. The future success of the industry will depend on the successful adaptation of other products to aerosol packaging and not on the novelty products which may appear. The aerosol package must be as economical as possible and each new product must have definite functional improvements as compared with its conventionally packaged counterpart. As research continues many products will appear in the pressure package, some of which will only be usable in the aerosol form. We can foresee a large amount of additional growth not only in the toiletries but in food, pharmaceutical and chemical specialties fields as well.

#### REFERENCES

1. Atlas Powder Co.
2. Givaudan-Delawanna Inc.
3. General Aniline Corp.
4. Malmstrom Chemical Co.
5. Sharples Chemical Co.
6. Maniose Corp.



"And, when I say 'camera,' play the theme song!"





highest  
standard  
in the  
**WORLD**  
for over  
**100 YEARS**



**ATLAS**  
CERTIFIED  
COLORS

FIRST PRODUCERS OF CERTIFIED COLORS

**H. KOHNSTAMM & COMPANY Inc.**

ESTABLISHED 1851

89 PARK PLACE, NEW YORK 7 • 11-13 E. ILLINOIS ST., CHICAGO 11 • 2632 E. 54 ST., HUNTINGTON PK., CALIF.  
BRANCHES IN OTHER PRINCIPAL CITIES OF THE U.S.A. AND THROUGHOUT THE WORLD

## Technical Abstracts

**Topical Action of Fluorinated Dentrifices.** S. Palazzi (Univ. Pavia, Italy). *Profilassi carie dentale*, 1° Simposio intern. 1955, 383-96.—Exptl. evidence is reported that topical applications of NaF-contg. dentifrice pastes are an efficient means for controlling caries. The view is supported that the enamel fixes F in its apatite lattices. *Thru C.A. 49, 11896g*

**Fluorine Dentrifices and Their Ability to Give Up Fluorine to the Teeth.** B. Visintin (Ist. super. sanità, Rome) and S. Monteriolo. *Profilassi carie dentale*, 1° Simposio intern. 1955, 415-26; cf. C.A. 48, 13978b.—In 2 com. dentifrice pastes, F contents of 27.96 and 30.97 mg./100g. (dry basis) were found, of which only 7-8% was sol. The slight soly. is ascribed to the CaCO<sub>3</sub> present. Addn. of 3.25 g. dentifrice to 50 cc. NaF soln. resulted in pptn. of all but 8.7-15.5% of the NaF. Teeth placed in a suspension of 3.25 g. dentifrice paste in 50 cc. tap or distd. water contained 0.0320 and 0.0328% of the total F, resp., before and after treatment. These values were 0.028 and 0.427 if the soln. was 1% NaF, and 0.040 and 0.064 if the dentifrice suspension in H<sub>2</sub>O was enriched to a total of 1% NaF. The considerable influence of the dentifrice solids on F fixation by teeth is pointed out. *Thru C.A. 49, 11896h*

**Action of Fluorine Dentrifices on Teeth.** Sergio Fiorentini (Ist. super. odontoiat. "G. Eastman," Rome). *Profilassi carie dentale*, 1° Simposio intern. 1955, 427-43.—By histol. observations the view is supported that a very slight amt. of F. is fixed by teeth treated with F-contg. dentifrices. *Thru C.A. 49, 11896i*

**Bergamot Oil from North Africa.** Roger Schwob. *Industries parfum.* 10, 46-50(1955); cf. C.A. 48, 5438c.—Bergamot oil from N. Africa (2 samples from Morocco, 1 each from Tunisia and Algeria) showed considerable differences in phys. properties and ester-alc. content. One sample of the Moroccan oil could be considered of com. quality. The crucial difference was in alc. content, where even the best sample was low. Ripe fruit gave an oil of higher ester-plus-alc. content than overripe or green fruit. The latter contained more linalool which apparently esterified with maturation. *Thru C.A. 49, 11955f*

**The Essential Oil of Flowers of *Loiseleuria Procumbens* (Ericaceae).** René-Salgues. *Compt. rend* 240, 1136-7 (1955).—The green parts of this under-shrub contain choline, a heteroside arbutoside hydrolyzing to hydroquinone and glucose, and smaller amts. of methylarbutoside. The av. for total heterosides is 0.43%, with max. at flowering time. The flowers yield 0.31% essential oil (consts. given), contg. approx. 80% of esters (benzyl acetate, methyl anthranilate), linalool 10, indole 1.4, eugenol 1%. Phenone is sometimes present. *Thru C.A. 49, 11956f*

**Chemical and Physical Problems in Cosmetics of the Hair.** R. Richter (Univ. Ankara, Turkey). *Med. Klin. (Munich)* 50, 447-52(1955).—The structure of keratin, cold waving with thioglycolate solns.,  $\alpha$ -monothioglycerol as a curling agent, and softening and hardening of hair are discussed. The thio compds. split the interpeptidic disulfide bridges which are restituted again with oxidants. *Thru C.A. 49, 11963h*

**3-Mercapto-1,2-Propanediol for Use in Hair Waving.** J. Morelle. *Fr.* 984,231, July 3, 1951. 3-Mercapto-1,2-propanediol (I) is used with AmOH in place of thioglycolic acid in cold permanent waving of hair. A mixt. of 50 parts of monochlorohydrin and 60 parts of NaSH in H<sub>2</sub>O is warmed. Gases evolved are absorbed on coke in H<sub>2</sub>O. Heating expels last traces of H<sub>2</sub>S, and filtration after cooling removes NaCl. The oily filtrate contains I in a 50-55% yield and a sulfide. The crude soln. may be used for permanent waving. I can be esterified with org., or inorg. acids. *Thru C.A. 49, 11966e*

**Cold-Waving Compositions.** Louis E. DeMytt and Agatha M. Hannigan (to Gillette Co.). *U. S.* 2,708,940, May 24, 1955, the addn. of (NH<sub>4</sub>)<sub>2</sub>CO<sub>3</sub> and NH<sub>4</sub>HCO<sub>3</sub> to regular NH<sub>4</sub> thioglycolate cold-waving preps. produces strong waving action at a lower pH (lesser concn. of free NH<sub>3</sub>). Directions are given for the prepn. and use of these solns. *Thru C.A. 49, 11966f*

**Some Aspects of the Keeping Qualities of Perfumed Soaps.** Jean Sfras (Etablissements Roure Bertrand Fils et Justin Dupont, Argenteuil). *Rev. frang. corps. gras* 2, 406-9(1955).—The characteristic odor of perfume compns. incorporated into soaps is altered by not yet explained adsorption phenomena, by partial evapn. of the components, and by the sapon. action of hydrolytically split alkali on esters (I). Hydrolysis of I was investigated by titrating the fatty acid liberated after heating 20 g. of soap contg. 2% of I for 3 hrs. on a water bath. The rates of sapon. of benzyl, phenylethyl, styryl, linalyl, terpenyl, and guaiol acetate were, resp., 41.1, 23, 19, 14, 2.5 and 1.6%; and for amyl salicylate 21.5%. Causes of autoxidation and the principal compds. susceptible are discussed. *Thru C.A. 49, 12021h*

**Essential Oils, Stabilisation with Antioxidants.** L. E. Fryklöf. (*Farm. Revy*, 1955, 54, 341). The effect of the addition of antioxidants to turpentine oil has been reported previously (*Farm. Revy*, 1954, 53, 367.) These experiments have now been extended to other essential oils. In all, about 40 samples of oils of anise, bergamot, lemon, fennel, lavender, peppermint and rosemary were tested. The results showed that, under normal storage conditions, the induction period can be considerably prolonged by the addition of 0.01 per cent of nordihydroguaiareric acid, butoxyanisole, or propyl galate. It is, however, essential that the stabiliser should be added before the oil has undergone an appreciable amount of

deterioration, i.e. during the manufacture. Traces of iron present in the oil may give rise to a yellow or red colouration, and the efficiency is reduced. The addition of 0.05 per cent of citric acid or of ethylenediaminetetra-acetic acid increases the effect of the antioxidant when trace metals are present. Storage at a low temperature (not exceeding 5°C.) is also desirable. Ethanol is ineffective in preventing oxidation, and its effect appears to depend on the preferential oxidation of the ethanol to acetaldehyde, the smell of which can be detected in oils which have been so treated. *Thru The Journal of Pharmacy and Pharmacology*, 8, 60 (1956).

**Variability of Hair, Its Causes and Possible Measurement.** Hans Freytag (Ondal G.m.b.H., Hunfeld/Hessen, Ger.). *Fette u. Seifen Anstrichmittel* 56, 415-22(1954). The influence of NH<sub>4</sub> thioglycolate-NH<sub>4</sub>OH solns., NaHCO<sub>3</sub>, 1-fluoro-2,4-dinitrobenzene, etc., on hair was detd. and evaluated statistically. Hair varies geometrically and not arithmetically as in random distribution. *Thru C.A. 50, 1268i*

**Washable Oil-in-Water Ointments. X. Quasiviscosity Measurements in Stearate Ointments.** K. Munzel and R. Ammann (*Pharm. Inst., Zurich, Switz.*). *Pharm. Acta Helv.* 30, 462-71(1955) (in German) (English summary); cf. C.A. 50, 4452h.—Stearate ointments were prepd. with 0.5M stearic acid and about 0.1 M stearate soap. The viscosity as depending on soap bases immediately after prepn. increased in the following order K, Na, triethanolamine, NH<sub>4</sub>. Upon storage for 6 months the apparent viscosity of triethanolamine stearate ointment decreased while that of the others increased in the order: K, Na, NH<sub>4</sub>. Owing to an extensive subsequent consolidation of the gel, NH<sub>4</sub> and, to a lesser extent, Na stearate ointments are rather unsuitable as washable ointments and those of K and triethanolamine stearate remain soft for prolonged periods. *Thru C.A. 50, 10984e*

**Humectants (In Cosmetics).** Pierre Velon (Lancome S.A., Paris). *Seifen-Ole-Fette-Wachse* 81, 89-90,115-16 (1955); cf. Velon and Medynski, *Parfumerie mod.* 45, No. 33, 72-5(1953).—Wt. changes of creams contg. diethylene glycol, propylene glycol (I) glycerol (II), and sorbitol exposed to the open air and to air of 0% and of 100% relative humidity are detd. II has the highest capacity for retaining humidity in concns. of approx. 40%; at concns. of 10-20% its effect is slight. The hygroscopicity of I is similar to that of II, but its volatility is a disadvantage. *Thru C.A. 49, 16354h*

**Vanishing Cream.** J. S. Shukla. *Indian Soap J.* 19, 74-6(1953).—Analyses of 5 popular brands showed the following characteristics: H<sub>2</sub>O and volatile matter (at 100-105°) 72-80, total alkali (as KOH) 0.6-1.7, total fatty acids 16-20, and glycerol 2-5%. The compn. of various types of creams is discussed and a manufg. process is described. *Thru C.A. 49, 16356i*



*de Laire*

Renowned the world over for the finest perfume specialties, aromatic chemicals and fragrance creations for perfumes, soaps and cosmetics.

Over 80 years of experience and outstanding achievements in research and creation at your disposal.

**DE LAIRE, INC.** 240 WEST 30th STREET, NEW YORK 1, N. Y. • Telephone: CHickering 4-7455

# AEROSCRIPTS

When attempting to become an expert in one particular branch of Aerosols, it is almost inevitable that a research worker finds himself forced into a very thorough investigation of all aspects of this particular industry. For example, my own specialized interest was perfumery but it soon became obvious that a knowledge of perfumery and perfumery ingredients was only the starting point. Although the whole pattern of research on Aerosol Perfumery would make interesting reading, for the moment I would like to comment on glass containers only. In the early days, when glass Aerosol bottles were not obtainable in Europe, we were forced to conduct our experiments in specially constructed glass tubes. Although the experience gained was invaluable, the difficulties of opening and resealing the tubes led to many problems, not to mention dangers. In due course it became possible to purchase large quantities of Aerosol bottles complete with valves, and the testing of individual perfumery raw materials became greatly simplified. Each ingredient could be examined at set times under a series of differing conditions. Not unnaturally, we were concerned for the safety of the workers who were responsible for the filling and examination of the contents of these pressurized glass containers. With simple mixtures of alcohol and propellants, bottles were filled to cover a range of pressures from 10 to 30 p.s.i.g. When these bottles were dropped onto concrete, we were always amazed at the explosive violence of even the bottles in the low pressure range. At this time, plastic-coatings were in the news and we were able to co-operate with certain manufacturers to establish coatings which completely did away with the dangers inherent in the uncoated bottles.

Despite what seemed irrefutable proof that uncoated glass Aerosol bottles were far too dangerous for sale to the public, there had sprung up a conviction that the dangers were exaggerated. Time and time again one came up against the phrase "they are less dangerous than bottles of beer and carbonated beverages." One heard and read that "it stands to reason that if a beverage bottle possesses an internal pressure of 60 p.s.i.g. it must be more dangerous than an Aerosol bottle containing only 15 p.s.i.g." The whole point is that it does not stand to reason. It may well irritate some people to keep stressing this point, but I have seen and heard this argument as recently as this month. In an attempt to reveal the flaw in the argument, I have published a fairly comprehensive review of the conditions which exist in a bottle of carbonated beverage and compared them to the conditions in a typical Aerosol bottle. By now, this review will have appeared in

the British Journal 'Soap, Perfumery and Cosmetics.'

Briefly, the whole trouble lies in the fact that you cannot take pressure by itself as a measure of explosive possibilities. No one is going to question the fact that under similar conditions of test, a large beverage bottle will break more easily than a small Aerosol bottle. The question is, what happens when the two bottles do break?

If we have a glass bottle containing a mixture of alcohol and a propellant of the halogenated hydrocarbon type, the total pressure in the system depends essentially upon the ratio of propellant to alcohol and upon the vapour pressure of the propellant. If we desire to produce an Aerosol with the necessary characteristics of fine particle size and 'dryness' there is a limit to the amount of alcohol which can be used in the system. For instance, an equal weight of alcohol and tetrafluorodichloroethane will give an internal pressure of about 13 p.s.i.g. at 20°C. and will produce an acceptable spray. If the ratio of alcohol is greatly increased, then the spray becomes too coarse and cannot be regarded as satisfactory for the dispensation of the active ingredients of the system. Greater amounts of alcohol can be used if the propellant action is reinforced by the introduction of propellants of higher vapour pressure. Thus a system consisting of 60% Alcohol, 30% Tetrafluorodichloroethane and 10% Difluorodichloromethane, gives an internal pressure of about 28 p.s.i.g. at 20°C. and a satisfactory spray.

A mixture consisting of 25 grams Tetrafluorodichloroethane and 25 grams Ethyl Alcohol (96%) develops an internal pressure of about 13 p.s.i.g. This mixture exists in a two ounce bottle mainly as liquid, with headspace of vapour. If the pressure is suddenly released (by dropping and breaking the bottle for instance) there is an immediate expansion of the propellant. 25 grams of Tetrafluorodichloroethane would occupy some 3,500 ccs at 20°C. Although, due to the fact that the temperature will fall during evaporation, the effective volume of gas will be less than this amount. Nevertheless, a considerable force will be exerted on a broken glass fragment and the distance that piece will travel is proportional to the work done by the ex-



Jack Pickthall

panding propellant and this work is the force multiplied by the distance over which the force operates. The force depends upon the vapour pressure of the propellant.

The determining factor in the velocity of the piece of glass is the integral of distance, times force. If a bullet is fired from a very short barrel, then the distance traversed by the bullet will be short, but if the same force is applied to the same bullet in a long barrel, then the increased time of application will result in a considerable increase in the flight of the bullet. In the same way, for a piece of glass from the broken Aerosol bottle to be forcibly projected, there must be a continuous application of the applied power. The expanding propellant operates in this manner.

The condition in a normal aerated water could hardly be more different. In a bottle of carbonated water containing 190 ccs of liquid and with an internal pressure of 60 p.s.i.g. it would be possible for some 700 ccs of carbon dioxide to be liberated when the pressure was released. Unlike the Aerosol propellant, the CO<sub>2</sub> is not present in a concentrated form and does not explosively leave the solution. For every 4.7 molecules in the alcohol/propellant mixture, one will be propellant but in the aqueous solution, only one molecule per 310 is CO<sub>2</sub>. The Aerosol solution is therefore, richer in propelling gas by a figure of 66 to 1. Furthermore, water is an exceedingly effective fixative for a dissolved gas such as CO<sub>2</sub> and can only be forced from even a saturated solution by agitation. The net result, is that little pressure is exerted on a fragment of glass from the breaking bottle and the reinforcing gas develops far too slowly to provide explosive power.

Photographs of Aerosol and beverage bottles, taken at the moment of breaking, confirm both theoretical and practical arguments, that to talk of pressures is misleading; other factors must be taken into consideration.

It really does not seem that uncoated glass Aerosol bottles should not be sold. The only objection to coating, is price, and in the interests of everyone, this factor should not be allowed to influence manufacturers.



# Floral Extractions

With the wide experience in standard methods, and the development and improvement of proven exclusive processes of floral extraction, *Charabot* offers a complete line of

*Concretes • Absolutes • Hyperabsolues\**

that assures maximum yield, greater value, and a superior product, regardless of the type of perfume or cosmetic you seek.

\*Trade Mark

## FLORAL EXTRACTIONS

Carnation	Immortelle	Narcissus	Violet
Cassie	Jasmin	Orange Flower	Violet Leaves
Clary Sage	Lavandin	Reseda	Etc.
Genêt	Lavender	Rose	
Honeysuckle	Mimosa	Tuberose	

## OTHER EXTRACTED PRODUCTS

Civet	Orris
Oak Moss	Etc.

Sole distributors in the U. S. and Canada for CHARABOT & CIE., successors to HUGUES AINE, Grasse, France

# CHARABOT & CO. INC.

114 East 25th Street, New York 10, N. Y. ORegon 4-0510

IN CHICAGO: Bridge Chemical Company, Inc., 2509 Cermak Rd.





# Packaging and Promotion

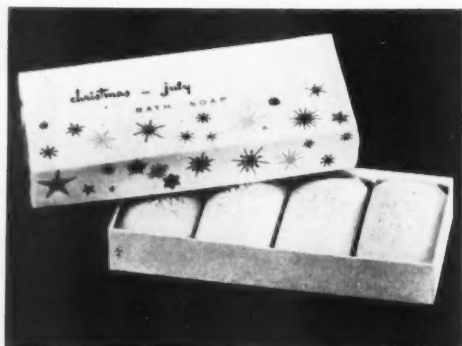
## 1. MAX FACTOR

"Busy Man's Bar" is among the products Max Factor is promoting as Father's Day gift selections. It contains After Shave Lotion, Cream Hair Dressing, and Cologne for Men, in wide-mouth 3 ounce bottles, each with its own plastic dispenser. Packaged in a red, black, and silver box. "Busy Man's Bar" is priced at \$2.75 plus tax. On sale June 1st.



## 2. MONICO

- One of the new items Monico has added to the Christmas in July line is this hard milled, pink Bath soap. Packaged four cakes to the box, this soap is perfumed and embossed with the traditional Christmas in July snowflake design. The white box bears the same motif. Price is \$1.25.



## 3. BOURJOIS

Three summer colognes by Bourjois are now available. On The Wind, Spice 'n Ice, and Frosty Mist all come in fluted, sprinkler finished bottles with flared caps. This year each cologne is packaged to reflect the mood and color of the fragrance itself. Regularly valued at \$2.00, they will retail at \$1.00 each for the six ounce size.

2.

## 4. HELENE CURTIS

Glamour inside and out, is the theme of the new Helene Curtis Spray Net Container, making its debut this Spring in a cylindrical column of gold, enmeshed in a design of black net. Available in Regular or Super Soft. 2 oz., 69¢, 4½ oz., \$1.25, 11 oz., \$1.89. All prices plus tax.



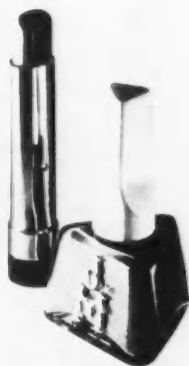
3.

## 5. JULIETTE MARGLEN

"Lovelier lips and fingertips" is the theme of two Juliette Marglen creations which made their debut March 24th. The lipstick in a slender, golden, Queen size case and the Nail



4.



5.



6.

Glace in its tri-cornered vanity bottle with finger-fitted cap each come in six shades selected from the masterpieces of the world's greatest artists. The lipstick, \$2.00. Nail Glace, \$1.50.

#### 6. HOUBIGANT

Houbigant has introduced Golden Touch, a new wafer-thin golden perfume purser that holds Chantilly. For fragrance in a second, the applicator is built into the spill-proof purser. 1/4 oz. \$3.75, plus tax.

#### 7. YARDLEY

Yardley of London announces the introduction of the Perfumed Soap Selection, a special package containing one cake each of English Lavender, Red Roses, and Crushed Carnation soap. The new package features a floral motif of carnation, lavender, and rose on the box lid to co-ordinate with the fragrances in the selection which will retail for \$1.50.

#### 8. HELENA RUBINSTEIN

According to Helena Rubinstein, no feature gives away a woman's age so quickly as a sagging chin and a wrinkled throat. Her newest aid for this area is her Contour-Lift and Throat Treatment, offered for a limited time for the price of the Contour-Lift alone. The Treatment is currently offered at \$5.00 plus tax.

#### 9. JEWEL TEA

For their home service route men, Jewel Tea has developed a new item—"Velvetouch Imperial"—a rich green shampoo in a 6 oz. pinch bottle with white ceramic lettering and a white molded "crown" cap. Velvetouch lotion is now in a round footed bottle with an internal hobnailing effect. The lotion is pink and the ceramic decorating is blue. Streaks of white in the blue molded cap top off the design.



7.

PERFUMED SOAP Selection Yardley of London



8.



9.

# Presenting the NEW exquisite

with the new FUTURA CAP,  
shown in black—also comes in  
brilliant GOLD-COTE...bright touches  
of elegance for the purse or boudoir.



•TRADEMARK



Observe the beautifully angled silhouettes of these  
EXQUISITE new perfume bottles, and note the perfectly  
blending FUTURA caps. When you consider that each is  
fitted with the fabulous SPILLPROOF feature, you can under-  
stand why we are so enthusiastic about them.

in 1 dram,  
1/2 ounce,  
1 ounce,  
and 2 ounce  
sizes

*Write now for samples and prices.*

Spillproof perfume bottles are the magic perfume  
containers that have launched millions of sales slips  
— their customer appeal and proved acceptance will  
help the sales of your product.

**RICHFORD**  
CORPORATION

OFFICE & PLANT: 3618 OCEANSIDE RD., OCEANSIDE, N. Y.  
SHOW ROOMS: 350 FIFTH AVE., NEW YORK

## MAPLE FLAVOR



MORRIS B. JACOBS, Ph. D.

The need for correct nomenclature is illustrated in connection with maple flavor components.

From time to time in this section of the *American Perfumer and Aromatics*, I stressed the need for adhering strictly to proper nomenclature of organic substances used as flavoring materials. I am sure that a number of my readers may have felt that I have stressed this aspect with unnecessary vigor. The general attitude is what difference does it make whether one calls it bourbonal or "ethylvanillin"? Even if the correct name is bourbonal, even if it is indexed by *Chemical Abstracts* under that name, even if other common references use that name, even if "ethylvanillin" is in reality a methylvanillin, "everybody" knows what "ethylvanillin" means and common usage may mean eventual acceptance.

While I am willing to grant that there is some merit in this particular case of "ethylvanillin," the practice of using improper nomenclature often leads to difficulties and sometimes to errors. Illustrations of this were given in my review of the report of the Food Protection Committee of the Food and Nutrition Board, Publication No. 398 National Academy of Sciences—National Research Council on the use of Chemical Additives in Food Processing that was published in this section in December, 1956.

In November of 1947, this column carried an article on the manufacture of maple flavored sirups and in March of 1948, the preparation of imitation maple sirup was considered. In January of 1955 I discussed the preparation of maple flavor concentrates and in March of 1955 I wrote a paper on maple flavoring principles which was concerned with a discussion of the two schools of thought that exist as to the origin of the flavoring substances which give maple sirup its characteristic flavor.

Subsequent to the appearance of these papers, an interesting article entitled, "Maple—An American Favorite" appeared in *The Givaudan Flavorist* which took exception to one phase of the article I wrote in March 1955 as follows:

"A generally excellent article recently written on maple flavors claimed that there were two approaches

to the flavor of maple, one the sugar-amino acid browning reaction which apparently did not supply all the maple flavor characteristics and the second the quest for aromatics found naturally in the sap of the tree. In support of the second approach the author referred to the work of Risi and Labrie and mistakenly mentioned the discovery of coniferyl aldehyde in maple by these authors. This error was undoubtedly due to poor transmission somewhere along the line, for a check of the original reference (in French) shows that in actuality, the authors tested for coniferyl aldehyde and found none present. . . ."

A statement of this nature made me unhappy and made me rush back to my original notes to see where the error had occurred. Initially, the original text of the Risi and Labrie was not available to me and I had relied on the abstract in *Chemical Abstracts*, 30, 640 (1936). This read as follows: "J. Risi and A. Labrie, *Can. J. Research 13B*, 175-84 (1935). The aromatic substances occurring in maple sirup and sugar are partly solid and partly resinous, the former containing vanillin and vanillic acid and the latter yielding guaiaacol. The aromatic substances in the sap are increased by the process of boiling. The yellow or brown coloration of the sirup is not essentially due to the production of caramel but to the formation of phenols. The bark of maple contains "acerose" which hydrolyzes coniferin to amygdalin. Maple sap contains an amylase type of enzyme which transforms starch into a disaccharide at relatively low temperatures. The wood of the maple contains relatively little coniferin and this is transformed into resinous substances of the nature of lignin early in September. Maple seeds do not contain coniferin but do contain the same aromatic substances as the sirup. It is suggested that coniferin may be the mother substance of the vanillin. The aroma observed during the boiling of maple sap is due principally to the formation of *hadromal* (my italics) and partially to small quantities of other aromatic compounds. Destructive sublimation of hadromal produces vanillin, vanillic acid, and guaiaacol just as does the aromatic extract of maple



sirup. Hadromal probably does not occur in the free state in the wood but is synthetically formed from lignin by catalytic action."

### Hadromal

Reference to the original article which subsequently became available to me showed that this abstract was virtually a translation of the original resumé with an important exception, for in their resumé Risi and Labrie speak of "l'hadromal de Czapek et de Combes..." which it turns out is different than the simple term "hadromal."

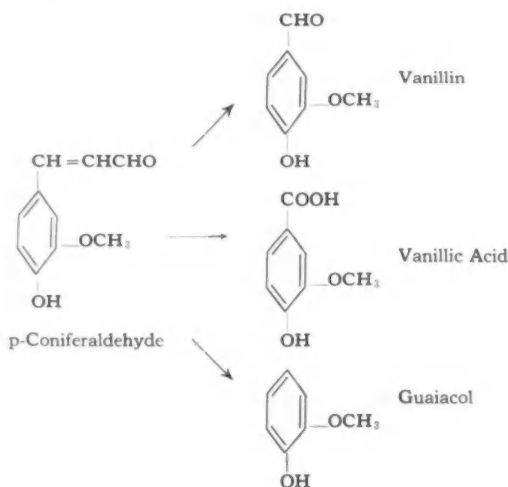
Since hadromal was not the name of a common or relatively common organic compound, as far as I was concerned and probably as far as many of my readers were concerned, I decided it would be best for me to call it by a chemical name which would have more meaning.

A search of the customary reference texts (with one exception which I will note later) showed that hadromal was not listed by any of them. This included *Beilstein* (original volumes and the first supplement), *Hodgman Handbook of Chemistry and Physics* 35th edition, *Lange Handbook of Chemistry* 8th edition, *The Merck Index* 5th and 6th editions, *The Condensed Chemical Dictionary* 3rd and 4th editions, nor in any of the organic textbooks I had available. There was one book that I had which did have a reference to hadromal and this was in *Grant Hackh's Chemical Dictionary*. In the third edition on page 394 hadromal is noted as a synonym of ferulaldehyde.

### Ferulaldehyde

Ferulaldehyde itself is defined as follows:  $C_{10}H_{10}O_3$  178.08. *p*-coniferaldehyde, 4-hydroxyl-3-methoxy cinnamaldehyde, *hadromal* (italics mine). Colorless crystals, m. 82.5, used in perfumery. It occurs in woody tissues and gives a red color with phloroglucinol hydrochloric acid.

This definition of hadromal was entirely consistent with the description in the abstract of the Risi and Labrie article in *Chemical Abstracts*. This can be seen from the fact that *p*-coniferaldehyde can give rise to vanillin, vanillic acid, and guaiacol by oxidation and degradation.



### Hadromal of Risi and Labrie

The hadromal of Risi and Labrie is in their opinion

the same compound as that of Czapek, *Z. physiol. Chem.* 27, 141 (1899), Combes, *Chem. Zentr.* 78, I, 132 (1907), and Hoffmeister, *Ber.* 60, 2062 (1927) but not of Grafe, *Monatsh.* 25, 987 (1904). Risi and Labrie concluded that their hadromal was composed by a vanillin fraction, a furfural fraction, and a guaiacol fraction. They proved this in an indirect way by showing that although they could not get a test for furfural on degradation, this was due to the fact that as long as vanillin was present in excess it reacted instantaneously with the furfural so that no test for furfural could be obtained.

They stated that when they heated a sucrose solution with vanillin and guaiacol under certain conditions they obtained a small amount of a substance which they identified as hadromal in its properties and one which had the same aroma as extracts of maple sirup. If they repeated their tests omitting sucrose they could not obtain a trace of their hadromal. They pointed out that this proved that furfural is first formed as an intermediate from the sucrose. They obtained better yields by first heating it in an acid medium and then in an alkaline medium. The ether extract of the product had an aroma identical to that produced in the manufacture of maple sirup.

They found that such catalysts as manganese acetate, lead acetate, and stannous chloride increased the yield of hadromal.

### Synthesis of Hadromal

In their synthesis of hadromal, they took a solution containing 5 per cent of sucrose and added equal quantities of vanillin and guaiacol, and a little calcium malate and manganese acetate in order to have the mixture simulate the conditions of maple sirup. They heated the mixture for about an hour in weakly acid solution, then made alkaline with sodium carbonate and boiled for four or five hours. The solution became brown but was greatly decolorized by neutralizing with hydrochloric acid. They extracted with ether and evaporated. The residue was an amorphous yellowish powder (trace) which did not have the odor of vanillin or guaiacol but had a characteristic odor closely resembling the extracts obtained from maple products. This substance has a melting point at 73 deg. C and gives the reactions of aldehydes and phenols, giving a pink color with phloroglucin and greenish blue with ferric chloride. It is relatively stable when exposed to air, with its aroma even developing to a greater extent. A sirup prepared with this synthetic extract was, according to Risi and Labrie, identical to authentic maple sirup in odor and flavor.

It is clear that the hadromal of Risi and Labrie is a more complex compound than the compound termed hadromal in *Hackh's Chemical Dictionary* and in this respect the original citation in my article did not actually refer to the hadromal of Czapek. Actually this had nothing to do with the point that I was trying to make in my article of March, 1955.

We must not lose sight of the major point I was trying to make in my article on maple flavoring principles (*American Perfumer* March, 1955) and that was that the contention of Willets and Porter, and subsequently by Porter, Buch, and Willets in *Food Research* 16, 338 (1951) that the flavor of maple sirup and maple sugar was due solely or virtually to an amino acid-sugar type of browning reaction had not been proved.

I pointed out in that article that the hadromal of Risi and Labrie was not a product of an amino acid-sugar complex and that other substances, for example, 2-hydroxy-3-methyl-2-cyclopenten-1-one also had "natural" maple flavor odors.



a new star is born

"Acetulan"

## A LIQUID DERIVATIVE OF PURE LANOLIN

\*\*\*\*\*

ACETULAN<sup>TM</sup> . . . a bright new star in the cosmetic firmament, brings unlimited possibilities for new effects in cosmetic and pharmaceutical formulation. ACETULAN is a water-thin liquid fraction of acetylated lanolin alcohols. It is chemically designed for aerosols but is a surefire hit in emulsions as well because of its penetration, emollience and solubility characteristics.

use ACETULAN because . . .

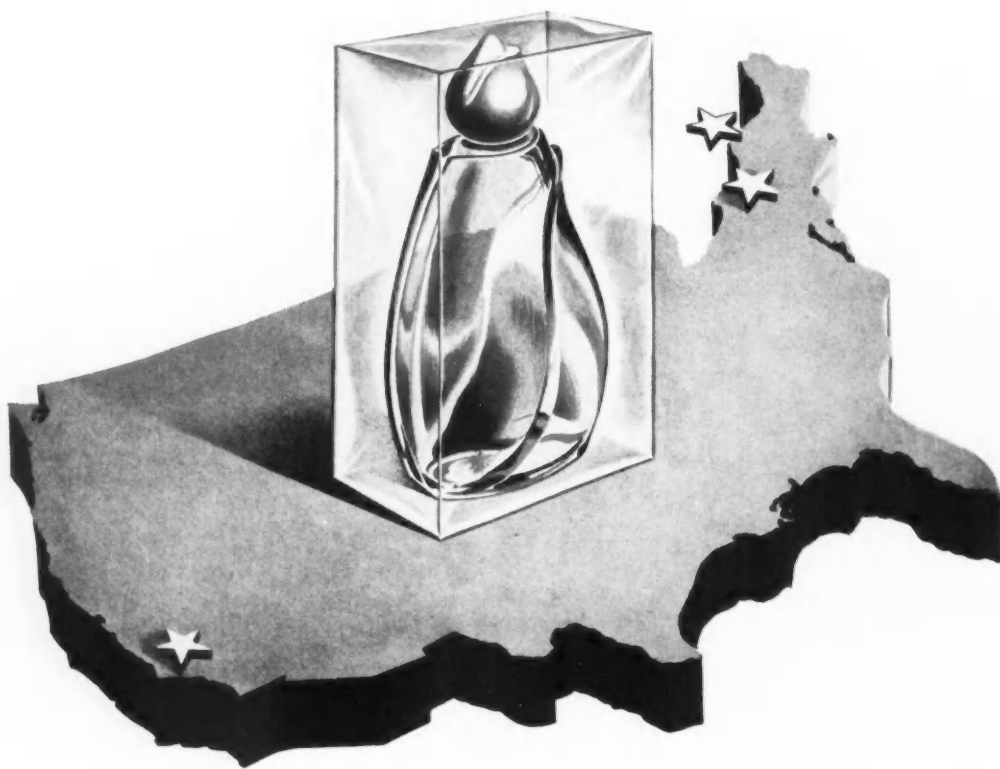
- it is an excellent plasticizer for films of PVP and waxes, making it ideal for use in aerosols without valve clogging.
- it stabilizes the viscosity of liquid emulsions . . . an unusual property.
- it is soluble in ethyl alcohol, and most oils including castor, mineral, vegetable and silicone.
- it imparts a soft waxy emollient afterfeel to the skin and hair and is an unusual penetrant.

\*\*\*\*\*

*For complete detailed information on this remarkable product, write for your copy of our new ACETULAN booklet.*



**American Cholesterol Products**  
INCORPORATED  
**AMERCHOL PARK EDISON, NEW JERSEY**



## FROM COAST TO COAST

*Famous brands of fine cosmetics  
turn to AVON for manufacture and packaging*

Your first consideration in the production of your own brand of cosmetics and toiletries is the quality and reliability of the company which manufactures them for you.

Long experience and the strictest quality standards have gained Avon a position of leadership in the making and packaging of many private brands doing business from the Atlantic to the Pacific.

You can broaden your sales scope on the cosmetics you now manufacture or on new

products, without added equipment investment, by entrusting the handling of production to the Private Brand Division of Avon Products, Inc. Modern, well-equipped laboratories in Suffern, N.Y., Chicago, Ill., Pasadena, Cal., and Montreal, Canada are ready to serve you. Avon's specialized skill and over 70 years of experience include every phase of cosmetic and toiletry production.

Join the other famous brands relying on Avon. Call or write for full information.

*Avon Products* INC.

PRIVATE BRAND DIVISION

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

*Strategically located laboratories in Suffern, New York • Chicago, Illinois • Pasadena, California • and Montreal, Canada*



## SOAP SECTION

### Toilet bar, part soap, part detergent introduced in New York

The new toilet bar composed of soap, part detergent, and one quarter cleansing cream, named "Dove" was launched in the New York market in April. It was created by chemists of the Lever Bros Co. which manufactures it.

The theme of the advertising is "Makes soap old fashioned." Advertising is carried on TV and in large newspaper advertisements. An extensive sampling operation is also being planned with the mailing of millions of samples. The bar was put into test markets two years ago and now has distribution in about half of the country; and it is expected that the entire nation will be covered by the end of this year.

The Dove bar is costly. It is priced at two for 39¢ in the regular size and two for 49¢ in the bath size. According to Lever Bros Co. Dove lasts as long as soap despite its special lathering ingredients and cleansing cream contents.

In the same detergent bar field Procter & Gamble introduced Zest in the Autumn of 1955 and now sells it in about one-third of the country. Zest is a combination soap and detergent with a deodorant. The advertising of Zest stresses its deodorant properties, no dulling of the skin and no bath tub ring. Two bars are sold for 29¢ in the regular size and two for 39¢ in the bath size.

The Vel beauty bar of Colgate-Palmolive Co. is also a combination soap and detergent. Two bars are sold for 25¢, for the regular size. Its advertising stresses no sting to the eyes and no bath tub ring.

### Synthetic Toilet Soap

The Sociedade Portuguesa de Sabões Lda, manufacturers of the Casulo Products, rua dos Lusíadas, 29, Lisboa, Portugal, recently launched on the Portuguese market a synthetic soap which has raised much interest.

It is the first and unique toilet soap of this kind offered on the Portuguese market.

The results obtained with this soap by the users justify the widely spread opinion that in the very near future this toilet soap which is

called "Oleico-Casulo" will take the lead over all conservative toilet soap of Portuguese or foreign manufacture.

Its excellent presentation and its foaming properties rival the best toilet soap; with this added advantage that it is wholesome to the skin, leaving it smooth and soft while eliminating irritation.

As it does not contain soap, sodium sulphate or other similar materials, it does not deteriorate, keeps its form, and is not subject to sweating!

From the commercial point of view the price is almost the same as that of normal toilet soap. The manufacturing process is rather easy as a special plant is not required. The Oleico-Casulo soap is not a saponified soap. Any soap plant may be quickly converted to the manufacture of Oleico-Casulo. Its manufacture is as quick, if not quicker than that of ordinary toilet soap.—*Alchimist, Boechout, Belgium. Vol XI, Nos. 1-2. Jan.-Feb. 1957.*

### Antiseptic Detergent for Bathing Babies

An antiseptic cleansing agent well suited for bathing babies was described recently by Dr. Francis Hodges a dermatologist of San Francisco, Cal. The product, known as pHisoHex, is an emulsion containing 3% hexachlorophene. Daily bathing of babies especially in the diaper area produced excellent results in tests. Rash cleared in a few days. Impetigo, cradle cap, scabies, furuncles and carbuncles may also be helped by washing with the product which is said to be applicable to a wide variety of skin conditions in which infection is a precipitating factor. It is said to be useful in treating acne and other skin ills. In a series of tests it was found that there was a prompt decrease in coalescence of lesions, new ones were fewer and subsided sooner. Comedones disappeared and oiliness of the skin cleared up, after active treatment of from eight to 20 weeks and no new acne lesions were observed.

### Peck's Gets Soap Rights

Peck's Products, St. Louis, Mo., has acquired the soap business of Olin Mathieson Chemical Corp., ac-

cording to a joint announcement by the companies.

The transaction covered sales rights, manufacturing rights, and formulas and inventories of industrial and institutional specialty soaps formerly made by Puritan Co. and Genessee Research Corp., Rochester, N. Y.

These companies became part of Olin Mathieson in 1954. The products concerned include liquid surgical soaps and soap concentrates, bactericidal surgical soaps, oil soaps, and liquid pine soaps.

No plant or equipment was involved in the sale. Peck's Products Co. will henceforth make the products in its St. Louis plant. Financial details of the transaction were not disclosed.

### Glycerine Booklets

Two new booklets on glycerine are now available on request from the Glycerine Producers Assn. "Glycerine—Properties and Uses" and "Glycerine—Terms, Tests, Technical Data." The former describes the chemical, physical and physiological properties of glycerine and its applications in such diverse fields as synthetic chemicals, pharmaceuticals, toilet goods, foods, cellophane, ester gums and alkyd resins. The latter presents information on the commercial grades, definitions, specifications, test methods, and shipping and storage requirements of glycerine.

### Glycerine in Packaging Materials

Glycerine's plasticizing and non-toxic qualities make it a valuable additive to packaging materials such as cellophane, glassine, parchment papers, plastic films, adhesives, tapes and bottle closures according to a recent article in Paper, Film and Foil Converter. Because of glycerine's unique combination of properties, most cellophane contains 10 to 15% as a plasticizer-humectant, the article points out. (Cellophane, today, is about a 400,000,000 pound per year market, reported Thomas H. Derby at the annual meeting of the Glycerine Producers' Assn.). Reprints of the packaging article are available on request from the Association.



## PRODUCTS & IDEAS

### PERMANENT LABEL

Archer Label Co. has developed what they call a permanently adhesive contact label. Permanent No. 131 is reported to be easily affixed and practically impossible to remove. No moistening or heat is required.

### TEFLON SEAL

A new fluid Teflon shaft seal on Eco Engineering Co.'s line of corrosion-resistant rotary, positive displacement pumps is available for use with corrosive or high solvency liquids. The seal is arranged as an annular chamber around the pump shaft, in which two Teflon seal-ring retainers hold a fluid mass of Teflon. A screw-in piston provides positive pressure on the fluid, making a practical "no-clearance fit" which Eco claims effectively eliminates the passage of gases or fluids into or out of the pump.

### DEBOSSSED PLASTIC CAPS—1

Names, trade-marks, figures or floral pattern—designs once thought impossible—can now be debossed on the skirts of plastic caps as the result of a new molding process developed by the Armstrong Cork Co. Prior to this time, the use of decorations on the sides of plastic caps has been limited to a vertical direction because of technical difficulties.



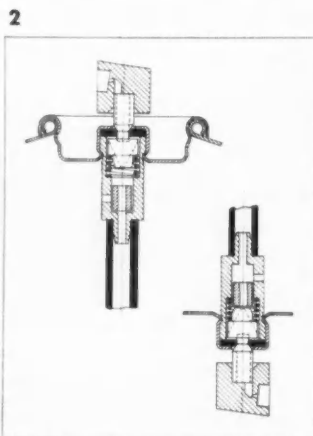
As shown, it is possible to "wipe" color into the etched parts of the designs to create striking effects. Experimental caps have also been developed by Armstrong with surfaces like wood and leather.

### SEAMLESS PACKAGING CANS

A wide variety of light weight, unbreakable, low cost seamless cans for packaging and identifying products is offered by George D. Ellis & Sons, Inc. Called LabelStik cans, the manufacturer says that they are distinctive because the built-in label permits easy identification of contents; attractive because they are seamless; and practical because they safely confine a variety of solid and semi-solid products in a small space. Various sizes and styles are available.

### AEROSOL VALVE—2

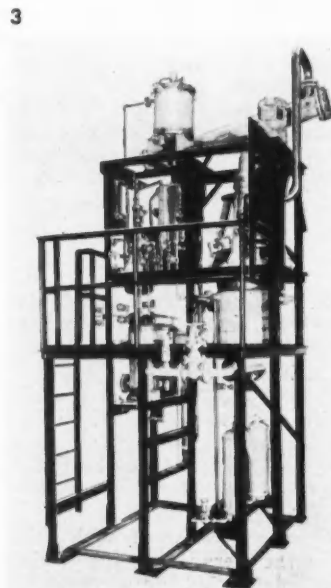
Gulf Research & Development Co., has developed a new valve which permits the aerosol dispenser to be sprayed in either an upright or an inverted position. The new design permits users, without adjusting the valve, to select either a dry or wet spray simply by holding the dispenser upright or inverted. One example of the design uses a gravity slide to open or close an orifice in the valve body. When upright the valve is closed. When inverted, the orifice is open, and



liquid contents are discharged by passing directly into the valve body. The valve can be incorporated into existing valve designs.

### PILOT PLANT—3

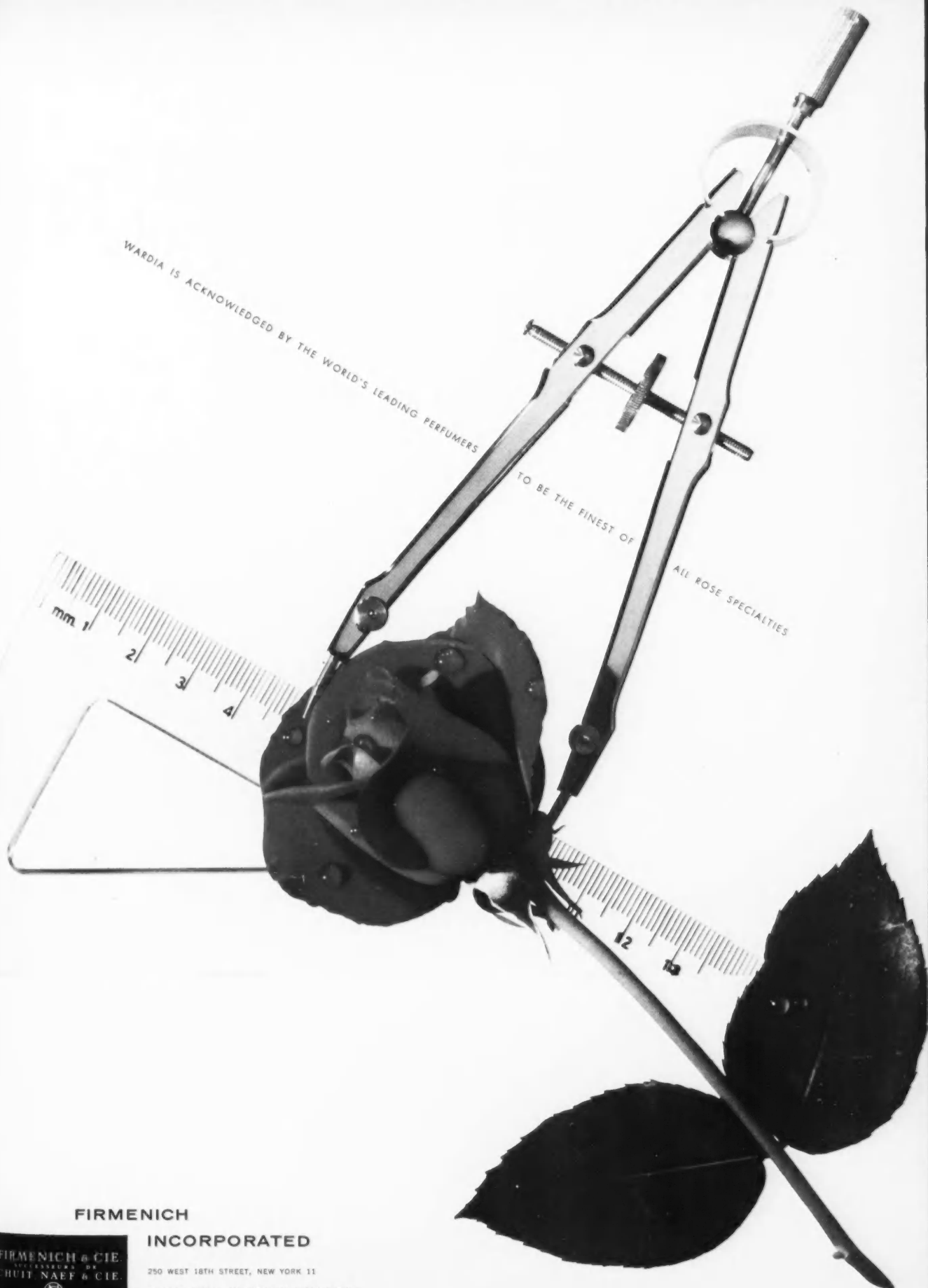
A new, pre-assembled pilot plant unit has been designed and constructed by Industrial Process Engineers. It is shipped intact, so that it can be put into operation simply by connecting power and water lines, and installing the instruments. The particular unit shown is intended for experimental production of a wide range of products. Design is based on specified physical properties, such as specific gravity, viscosity, boiling point, heat of reaction, insipient reaction temperature and other laboratory data. Both endothermic and exothermic reactions can be controlled quickly and accurately, by automatic brine cooling and hot liquid heating systems which serve the reactor. Interchangeable anchor and turbine agitators permit studies to be made of the effect and influence of various degrees of mixing.



WARDIA IS ACKNOWLEDGED BY THE WORLD'S LEADING PERFUMERS

TO BE THE FINEST OF

ALL ROSE SPECIALTIES



**FIRMENICH**

**INCORPORATED**



250 WEST 18TH STREET, NEW YORK 11

CHICAGO OFFICE: 612 NORTH MICHIGAN AVENUE

LOS ANGELES, 908 SOUTH OXFORD AVENUE

FIRMENICH OF CANADA, LIMITED, 348 WALLACE AVENUE, TORONTO • GENEVA • PARIS • LONDON





**yes, we have oranges and lemons**

YOU WILL AGREE that worthwhile citrus oils must retain all their delicate original flavour, and must be absolutely pure. Lanitis produce such oils. **The 1957 supply of Lanitis oils is of superb quality.** If you want samples we will send them\*, proudly send them, because

they are derived from the fruit by the *very latest methods*. These entail the minimum contact of oil with water during the process of oil extraction. No wonder Lanitis oils are comparable with oils produced anywhere else in the world. \*write to : The Calvert Mills Co., 44 Whitehall St., New York 4, N.Y.

## **Lanitis Bros Ltd**

17 ROOSEVELT AVENUE, LIMASSOL, CYPRUS

*Citrus Oils*

*Citrus Pastes*

*Clear Alcoholic Flavours*

*Hydrosol Flavours*

*Citrus Crushes*

# AEROSOL NOTES

Valve Corp. of America Inc., Bridgeport, Conn., manufacturers of aerosol valves is to enlarge its main plant 50%. The company of which Philip H. Sagarin is president has an annual production of over 50 million units the company states. Mr. Sagarin is now en route to Europe.

John P. Peterson has been appointed office manager of the Peterson Filling & Packaging Co., Danville, Ill.

Completion of a major plant addition at the Calvert City, Ky. works of the newly named Penn Salt Chemical Corp. marked the introduction of isotrons—the company's new line of aerosol propellents. A second isoton unit is under construction.

Aerosols in the push button age was the subject of a demonstration and panel discussion on the American Chemical Society's weekly television program April 12.

Non-aerated aerosols will be discussed in a paper by Earl Graham at the C.S.M.A. mid year meeting in Chicago, May 21.

A series of special flavors, formulated to give propellant syrup solubility and complete evacuation is available to those interested in pressure packed syrups for soft drinks or toppings from Dodge & Olcott Inc., 180 Varick St., New York, N.Y. The flavors have been tested for stability and include wholly natural products the company states. Samples and suggested formulations will be furnished on request.

Kerr Chemicals Inc. has expanded its aerosol packaging facilities to include a 10,000 sq. ft. plant in Redwood City, Calif.

Two British aerosol valve manufacturing executives, F. P. Webster and Major C. R. Dibben were recent guests of Philip H. Sagarin, president of the Valve Corp. of America.

To cut aerosol propellant costs and for higher solvent power the Solvay Process Division of the Allied Chemical & Dye Corp. is offering methylene chloride for use in non aqueous aerosols.

John Schlossman has been appointed eastern sales manager to head the Aerosol Research Co.'s new offices in New York.

## Sorry, Aerosol Guide Reprints Sold Out

The demand quickly and completely depleted our 2500 reprint supply of "A 1957 Guide to Aerosol Packaging," from our January issue.

However, a limited number of copies of the January issue is still available at 50¢ per copy. The Aerosol Guide, of course, appears in full in the January issue.

John L. Marana, president of the Western Filling Corp., Los Angeles, Calif. announces that the company will move into new and larger quarters very soon which will enable it to increase the number of its units 100,000 per shift.

H. R. Shepherd, president of Aerosol Techniques Inc., Bridgeport, Conn. has been elected to membership in the Young Presidents' Organization. Mr. Shepherd was former chairman of the Aerosol Division of the Chemical Specialties Manufacturing Assn.

A new aerosol dispensing unit which combines the valve and cap, eliminating the need for a removable protective cover has been developed by the Valve Corp. of America. The caps may be had in plastic, brass or aluminum custom shaped and colored as desired.

Italian Balm Spray offered by the Campana Sales Co., Batavia, Ill., which retails at \$1.25, is the first hand lotion that was marketed in aerosol form.

How well the water based Jet Spray Bon Ami packed in an unlined metal aerosol with a three phase valve to secure flat foaming, will stand up in use, is being watched with interest. A new corrosion inhibitor, it is stated, makes it possible to use the water based product in the metal container and a special propellant developed by the Bon Ami Co. combined with a new formulation containing silicones but no abrasives are features. So far the product has given excellent results.

Aluminum containers for aerosols are gaining in favor for packing purse size perfumes as well as for numerous other products. The durability, light weight and other features of the metal seem to appeal to a larger number of manufacturers as the months go by.

Aerosol Research Co., Forest Park, Ill., announces the opening of new offices at 550 Fifth Ave., New York 36, N.Y. under the direction of Jack R. Schlossman.

Nylon resin for the manufacture of virtually unbreakable aerosol containers in new shapes and colors is available from E. I. duPont deNemours & Co. The product is named Zytel.

A process patent has been acquired by Chas. Pfizer & Co. for a new method of manufacturing allethrin, an insecticide compound for spray and aerosol application.

The new perfume Memento of Maurice Rentner is now available with an aerosol ¼ oz. atomizer.

Colgate-Palmolive Co. has packed its space deodorants in new 6-ounce cans manufactured by Crown Cork & Seal Co. The can has a cemented side seam to make possible all-around lithography. Four colors are employed, one for each scent: pine, spice, floral and mint. The same scents are also available in 12 oz. cans.

To illustrate the simplicity of aerosol filling, Mojonier Associates Inc., Franklin Park, Ill. operated a complete filling line at the Packaging Show in Chicago. The company also displayed its new rotary filler said to be capable of speeds up to 600 units per minute on 4 oz. fills.

Victor Muscat, president of Victor Metal Products Corp., received the first annual Governors Industrial Award of the state of Arkansas. Mr. Muscat is also chairman of the board of Aluminum & Chemical Corp. of Newport, Ark. and is one of the pioneers in the production of extruded aerosol containers.

It is possible that Aeroplast, an aerosol for the treatment of cuts and burns, may be sold over the counter without a prescription as at present required. The Aeroplast Co. has applied to the Food & Drug Administration to permit its sales over the counter in the light of long use of the product without any adverse effect.

Due to an increase in the cost of tin plate the American Can Co. increased the prices of its cans May 1.

An aerosol market development program sponsored by the Chemical Specialties Manufacturers Assn. promises to accomplish much for the industry. The committee has engaged the services of a highly competent agency to handle the publicity and has received excellent support in the way of cash contributions for carrying on the work.

# Croda News POLAWAX

*Have you tried Polawax for your Deodorant Creams?*

Polawax is eminently suitable for Deodorant Cream formulation due to its compatibility with strong electrolytes.

Polawax forms very stable, non-greasy, vanishing cream type oil-in-water emulsions.

Polawax is self-emulsifying, self-bodying, and will emulsify petroleum oils and waxes, etc.

Polawax is one of the easiest emulsifiers to handle, and in most cases does not require homogenization. Other applications . . .

**Acid Creams and Lotions  
Non-Greasy Medicated  
Ointments**

# Croda

New York

London

Milan

**CRODA, INC.**

15 E. 26 St.  
New York 10, N.Y.  
MU 3-3090

# I-Quiz

**This Month's Quiz Master**



**Hazel Bishop**

President, Perfemme Inc. Miss Bishop is no longer connected in any way with Hazel Bishop, Inc. Perfemme Inc. is wholly independent of Hazel Bishop, Inc.

**QUESTION I.** *One hears that the long lasting lipsticks have been excessively drying and blistering to the lips. If so, why is this?*

**ANSWER.** A long lasting lipstick, properly formulated will not dry or blister the lip (rare cases of allergy excepted). Drying or blistering from lipstick, in my opinion, is due not to the coloring materials therein but to the one or more ingredients in the base. The offending substance in the base is probably most often the powerful dye solvent. If the dye solvent employed is hygroscopic in nature, it can draw moisture from the lip tissue (thereby drying it) as well as from the air. The medical literature has reported instances in which hygroscopic glycols applied to the skin in ointment form have resulted in dry, burning and itching skin—this in the total absence of coloring materials. Former U. S. Pharmacopoeias have warned that 100 per cent glycerine is irritating to the skin.

**QUESTION II.** *Is there a trend back to the conventional, less drying and more creamy lipstick?*

**ANSWER.** I cannot answer this question until the word "creamy" is defined. Do you refer to texture? If so, you know that a slight change in the percentage of composition of the same set of ingredients will cause the texture to range from firm (called dry by some) to greasy (called creamy by some). Obviously, the same chemicals cannot be accused of causing diametrically opposite results. Do you refer to the efficacy of its emollient ingredients? If so, creaminess must be independent of texture. Let us not forget that concentrated sulfuric acid is described as an oily liquid.

**QUESTION III.** *Is it possible to analyze an unknown lipstick quantitatively?*

**ANSWER.** No—only semi-quantitatively. Any cosmetic ingredient consisting of many components, is not amenable to accurate quantitative analysis. Lanolin and the natural waxes are examples.



**"RESEDAL"**

leaf green odour  
at its best

First class  
**AROMATIC CHEMICALS**  
and  
**PERFUME COMPOUNDS**

Our latest creation  
**"CONVARIAX"**  
an entirely new base  
invaluable to produce  
"freshness"  
in modern perfumery

**ESROLKO**

ESROLKO LTD., formerly Flora  
Dubendorf-Zurich  
Switzerland



### **An Original Idea, Persistent Work and Simple Faith Brought Success to Peggy Sage**

Women throughout the world today are assuming positions of greater importance; taking over many positions that have up to now been considered "for men" only! The list would be almost endless if we



Peggy Sage

were to name here the successful women in publishing, advertising, politics, merchandising, government, medicine and even engineering. You have only to look around your own community to see evidence of this tremendous trend.

Back in 1916 it took a little more than ordinary courage for a woman to set herself on the road to commercial success.

Peggy Sage is one of the few who, at that time, had the initiative to hitch her future to an idea and dare plunge ahead. She not only had an idea, she had a revolutionary one—that of putting colored polish on women's nails! Today, almost every woman's hands give apparent evidence that Miss Sage's brain child grew into a fabulous success.

When Peggy Sage made her first colored nail polish, it was launched in her New York Manicure Salon. Almost overnight her socially prominent clientele took up what was then considered a daring fashion fad, and were seen at the most fashionable gatherings with nails bright enough to rival their jewels.

As a matter of fact, these very women were soon asking Miss Sage for polishes to match their emeralds and sapphires, and thereby inspired her to create a collection of Jewel shades that ranged from onyx, emerald green, sapphire blue to bronze and white pearl. Miss Sage tells us that today these fabulous Jewel Shades have been enthusiastically taken up by, of all people, the Do-it-yourself Set, who have extended the use of these exotic polishes into everything from touching up mended china to coloring fishing lures.

It can never be said that Peggy Sage has been content to rest on her original success. The Shimmer Sheen polishes she launched in 1947 were almost as revolutionary as her first polishes. Never before had there been any polish with the exact appeal of Peggy Sage Shimmer Sheen. It

became an overnight fashion rage. In trying to describe the unusual quality of this polish, women spoke of it as looking like "moonlight on water," "sun shining on dew drops," or "diamonds caught in candlelight."

It is only natural that one should wonder about the personality capable of creating a fashion trend that has increased in popularity year after year. Those given to thinking of career women as hard and heartlessly ambitious, would be forced to change such thoughts when meeting Peggy Sage. The warmth of her personality, her genuine love of all people, simply radiate from her kind countenance. Those closest to Miss Sage say that her entire life has revolved around her business. And now, after almost forty years of an intensely active career, she continues to envision and create new products, and to employ all that modern science has to offer for any possible improvement of her already famous lipsticks, hand and nail care preparations.

Then too, Miss Sage's personal philosophy cannot be overlooked as a powerful element in her career. Always, when confronted with a problem, Peggy Sage says, "Well, I'll do my very best about this, and then I'll just put it in the hands of our Lord. If I am worthy, I know I'll be guided to make the right decision." Regardless of one's personal belief, we can only admire a woman who, in this day and age, is not afraid to admit such humble dependence.

### **Do's & Don'ts in Choosing a Trademark**

**T**HE problem of choosing a trademark or brand name exists every time an advertiser decides to add a product to his line; if it is new to that particular manufacturer, it will need a brand name even though it may not be new to the world. The solution is an easy one if the client's existing mark is simply to be extended to the new item—for example, adding "Dial" shampoo to the "Dial" soap line—but there are many situations in which that is not suitable. Furthermore, the trend appears to be toward a new brand name for every product.

The first criterion for choosing a trademark is an easy one: Don't copy, even innocently. The new mark must not duplicate one already in use by somebody else. Checking services are available and their use is compulsory as a practical matter even though none of them is absolutely foolproof: There is no central registry that contains all the marks in use.

Legal requirements, however, are not so easily satisfied. Suppose there is an earlier mark that is similar although not identical? Suppose they don't look alike but do have the same meaning? Suppose the existing mark is registered for a product that is somewhat different from the new one? Questions like these suggest why trademark-search reports are best handled through counsel, who can interpret and evaluate the data on the basis of available legal precedents.

The second main criterion is: Don't be

obvious. The fellow who thought up "Kantleek" for a hot water bottle undoubtedly believed he was being inventive; but the United States Patent Office refused to register the mark because other manufacturers could not be deprived of the right to claim their hot water bottles "can't leak." Just misspelling words doesn't help, especially since they continue to sound the same when pronounced by a retail customer. It is not necessary to invent a brand new word, but it is important that the word finally selected does not simply describe the product. "Arrow" is a fine trademark for shirts, but it would be no good at all for wooden sticks with points at one end and feathers at the other.

A descriptive mark like "Kantleek" may eventually come to signify just one particular manufacturer's product in the public mind and thus win the right to registration after all, if no competitor has bothered to use the mark in its descriptive sense and thus upset the claim of exclusivity. But the investment required to bring such an expression to the point of acquiring a "secondary significance" might better have been spent on educating the public, through advertising, to connect an arbitrary, distinctive mark with the product.

The more distinctive the mark, the greater its strength both legally and commercially. Initially, it may take greater exposure to establish consumer identification for an arbitrary mark or a coined

word; but once the connection has been made, the distinctive quality of the mark will point unmistakably toward a single source. Such a mark will survive periods when advertising campaigns must be reduced or even interrupted completely for business reasons. The distinctive mark not only receives the broadest protection against imitation and infringement; its effectiveness as an advertising device gives additional impact to every use made of it.

The subject of choosing effective brand names and trademarks is obviously too broad to be treated in a single short article. From time to time, other aspects of the problem will be discussed in this department.—*Sidney A. Diamond in Advertising Agency Magazine.*

### **Ideal Marketing Man**

**S**KILLS that are most essential to marketing personnel obtained by the New York Chapter of the American Marketing Assn. from a summary of replies from 300 industry executives are:

1. Ability to analyze (define) a marketing problem.
2. Knowledge of the various types of surveys that can be conducted in connection with marketing problems.
3. Ability to determine whether there is a profitable market for a new product.
4. Ability to construct questionnaire models for data collection.
5. Knowledge of various sources available for published market information.





the  
finest  
in  
floral  
and  
essential  
oils

**Bertrand Frères, Inc.**

443 FOURTH AVENUE

NEW YORK 16, NEW YORK



*Replica of perfume bottle  
used in the year 1768*

**SINCE 1768** the House of Chiris has dedicated itself to the Fifth Sense. In the development of Essential Oils, Floral Absolutes, Chemical Isolates, Synthetic Chemicals, and all those creations and specialties which combine industrial aromatics with natural products and produce fragrance, the House of Chiris has a cherished history. Today Chiris maintains laboratories headed by experienced chemists who have available to them not only the accumulated knowledge of generations of Chiris perfumers and chemists, but also the research facilities of five modern laboratories located in Grasse and Paris, London, Sao Paulo (Brazil), and New York City. Whether Essential Oils, Isolates, or combinations thereof, are used as fragrance constituents by the perfumery, soap, cosmetics or allied industries, we are happy to be consulted.

## **ANTOINE CHIRIS** CO., INC.

220 East 23 Street, New York 10, N. Y.

GRASSE • PARIS • LONDON • SAO PAULO

### Maromay Wins Award

Maromay, Inc., recently won their second award in less than one month when the New York Art Directors awarded them one of their coveted Certificates of Merit for their "psychological" advertising campaign. The firm won the Art Directors of Los Angeles' award several weeks ago.

### Mennen Announces Plant Addition

The Mennen Co. has announced a new million-dollar addition to its plant in Morristown, N. J. Construction of the new plant addition began in April and will be ready for occupancy by the end of 1957.

### Cartoonist Adds to the Fun of New York S.C.C.'s Ladies Night

Informal gaiety marked the annual Ladies Night of the New York Chapter of the Society of Cosmetic Chemists when members and their wives and guests gathered at Toot Shor's restaurant in New York on the evening of April 24. The good fellowship which is characteristic of the group was much in evidence at the reception which preceded the sumptuous dinner. Chairman Warren B. Dennis Jr. introduced distinguished guests from the national association and called on the national secretary, Robert A. Kramer to outline the airplane hegira to be made this Summer to Europe under the auspices of the national association to attend scientific meetings in three countries.

Robert Dunn, humorist and cartoonist for King Features Syndicate kept the audience at a high pitch with his clever, large size cartoons drawn on the spot of various members.

Following the dinner numerous door prizes were distributed, and, at the conclusion of the evening's festivities, Irving Colbert, chairman of the Entertainment committee and Irving Schlakman, chairman of the House committee also presented each lady present with a generous supply of toiletries. Much credit is due to Mr. Colbert for the complete success of the affair. He got the cooperation of leading cosmetic manufacturers in contributing door prizes and toiletries for each lady and managed the whole affair with good humor and efficiency. N. I. Malmstrom & Co. as in the past contributed the services of its trucks to transport the gifts and prizes to the meeting.

All told it was the most successful Ladies Night ever held by the Chapter and was attended by well over 260 members and their guests.

### William A. Hoffman Inc. Appointed U. S. Representative for Aeratom

Aeratom Ltd., Rapperswil, S. G., Switzerland, manufacturers of aerosol industry equipment has appointed William A. Hoffman, Inc., 366 Broadway, New York 13, N. Y., its sole representative in the United States. The machines embrace numerous new and novel features it is stated.

## News

## and Events



Dr. A. T. James



Dr. A. J. P. Martin

### Society of Cosmetic Chemists Honors British Scientists

Dr. A. J. P. Martin, winner of the Nobel Prize in chemistry, and his colleague, Dr. A. T. James, were presented the SCC Annual Special Award for outstanding scientific literature at a luncheon on May 10 at the Hotel Commodore. The distinguished British scientists received the joint award of \$1000 for their

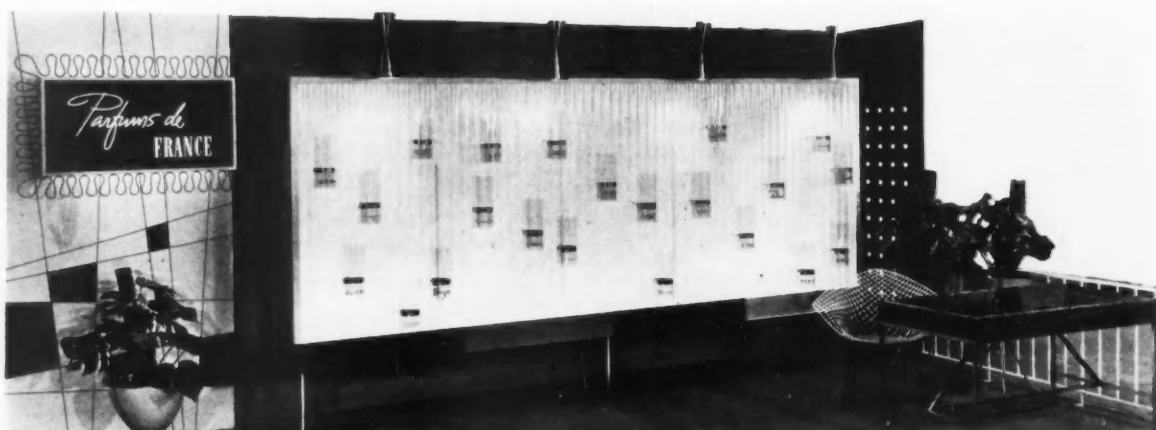
publications on gas-liquid chromatography. An earlier development, partition chromatography, brought the 1952 Nobel Prize to Dr. Martin. The first "team" chosen for the Society's Special Award, Dr. Martin and Dr. James are also the first scientists outside the United States to be honored. Dr. Stanford Moore of Rockefeller Institute described the significance of Martin and James' contributions to the basic knowledge.

### SALES REPRESENTATIVES OF ALVA FLAVORS INSPECT NEW LABORATORY



A new wing has recently been opened at the Union Beach research center of van Ameringen-Haebler, Inc., to house the production control laboratory for the Alva Flavors division of the company. Shown above are the United States and Canadian sales representatives of the

Alva Flavors division on an inspection tour of the new laboratory, where they were shown the techniques of infra-red spectrophotometry and vapor phase chromatography, used by the company for analytical control of basic flavor materials and finished flavors.



#### PERFUMER'S DISPLAY AT UNITED STATES WORLD TRADE FAIR

Twenty-two leading perfume importers joined in a cooperative display at the United States World Trade Fair at the New York Coliseum in New York City, April 14-27th. The display was designed by Donald Deskey and the following companies participated: Elizabeth Arden Sales Corp.; Bourjois, Inc.; Caron Corp.; Chanel, Inc.; Charles of the Ritz, Inc.; Parfums Ciro, Inc.; Coty, Inc.; Jean D'Albret, Inc.; Dana Perfumes, Inc.; Christian Dior Perfume Corp.; Parfums D'Orsay; Guerlain, Inc.; Houbigant, Inc.; Lancome Sales, Inc.; Lanvin-Parfums, Inc.; Lucien Lelong (General Beauty Prod., Inc.); Jean Patou, Inc.; L. T. Piver (Ralph S. Harte, Inc.); Nina Ricci Paris; Renoir Parfumeur; Parfums Schiaparelli, Inc.

#### Parfums Orelay Discontinues Manufacturing and Sales

The manufacture and sale of perfumes to the cosmetic industry by Parfums Orelay of Scotch Plains, N. J. has been discontinued, and the fragrances for cosmetics, hitherto made by that company will be made by Standard Aromatics, Inc., according to an announcement issued by the two firms.

#### Fred G. Singer Reports of European Common Market

Fred G. Singer, Chairman of the DCAT Tariff Committee, recently presented to the Executive Committee a report outlining the effect which the creation of a European Common Market will have on American Export trade. The Report was made available to all members.

#### Heyden Newport Realigns Research Organization

Realignment of the research department of Heyden Newport Chemical Corp. was announced by Simon Askin, president. The research organization of the Newport Industries division and the Heyden Garfield, New Jersey research organization will be integrated into a single research department under the direction of Dr. Herman Sokol, vice president, research and development.

#### Warner-Chilcott Opens Research Unit in N. J.

More than seventy-five scientists attended the dedication of a new research building by Warner-Chilcott Laboratories. The hosts were the eighty resident research scientists and officers of Warner-Lamber Pharmaceutical Co., of which Warner-Chilcott is a division.

#### TGA Board of Directors Increased

The Toilet Goods Association has increased the number of Directors by adding one Director in each of the three classifications of terms. The result will be that each year seven members of the Board will be elected at the convention instead of six.

#### Geneva Symposium

At a symposium on "Molecular Structure and Organoleptic Quality" at Geneva University recently, a distinguished audience listened to papers by Doctors Stoll, Kalmus, Naves, Beets, Wright, Thompson, Sfras and Demeilliers, with a summing up by Prof. L. Ruzicka.



Harold Hutchins, and Charles N. Granville, president of Angelique Perfumes, exchanging news and views at the "Pink Gala." The party, for the benefit of the Hospitalized Veterans Service, a division of the Musicians Emergency Fund, took

place at the Starlight Roof, Waldorf Astoria. It followed the first evening performance of "Funny Face," the theme of which is "Think Pink." Angelique introduced "Pink Satin," a new carnation fragrance, at the champagne supper.

# Craftsmanship

**AN INTEGRAL PART OF THE CONTAINER  
WHEN MARYLAND GLASS TAKES  
OVER YOUR DESIGN PROBLEM!**

When you drop a packaging problem in our lap, the end result is more than a glass container. It is an *idea* . . . born of restless imagination, shaped by skilled hands, backed by years of sound experience. Our creative staff gives you a selling package that packs well, ships well and pushes your product on the shelf. For a successful solution to your design problem, contact MARYLAND GLASS CORPORATION, 2147-53 Wicomico St., Baltimore 30, Md.



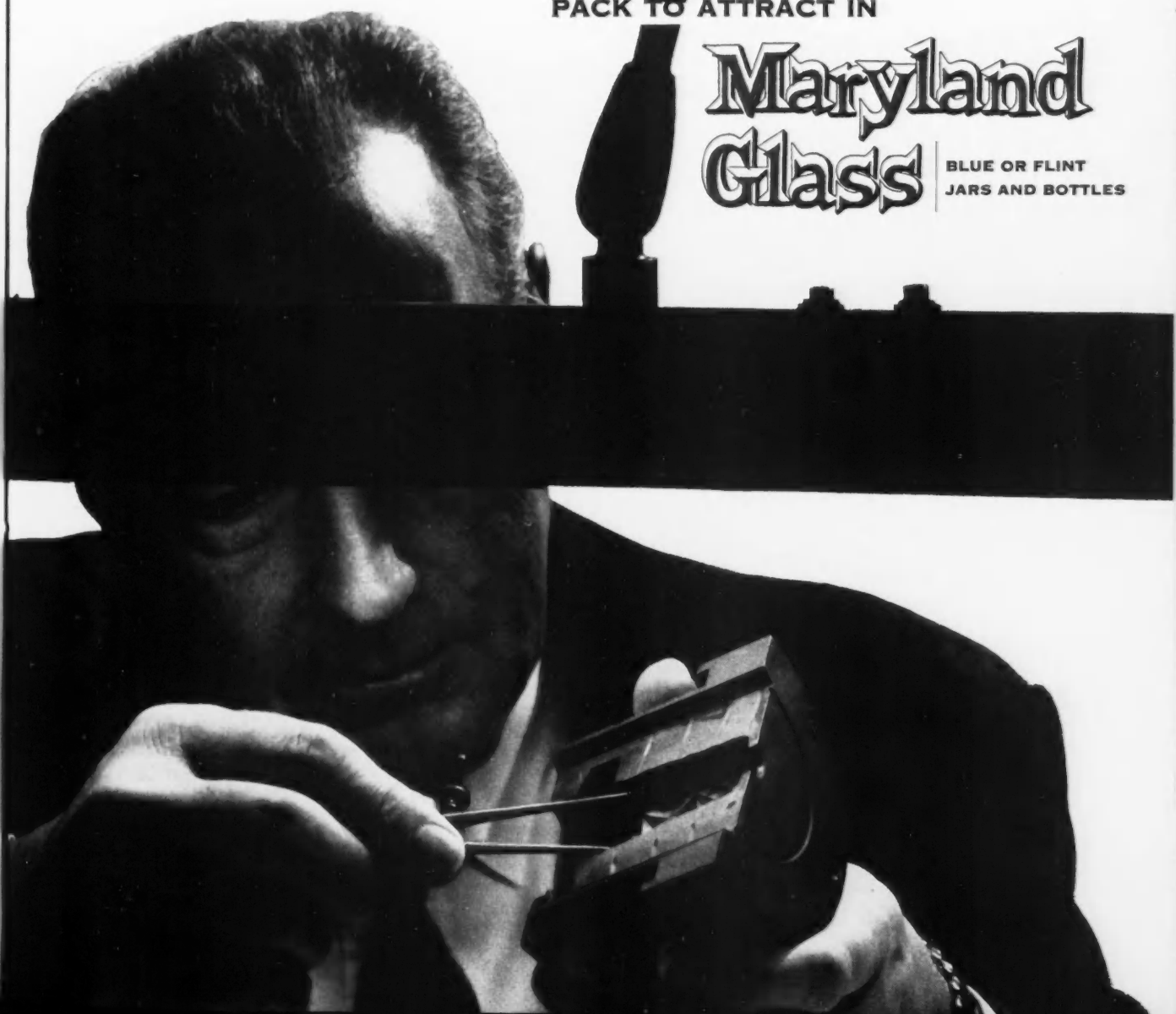
**STOCK DESIGNS**

*—A variety in blue or flint glass and a complete range of sizes is ready for immediate shipment.*

**PACK TO ATTRACT IN**

# Maryland Glass

**BLUE OR FLINT  
JARS AND BOTTLES**





## DR. D. H. R. BARTON HONORED



Dr. D. H. R. Barton, recipient of this year's Gold Medal \$1000 Fritzsche Award, presented to him at the April 9th meeting of the American Chemical Society held in Miami, Florida, was guest of Fritzsche President John L. Cassullo and other officers and executives of the New York essential oil firm at a private dinner given in his honor in the Laurent Restaurant shortly after his arrival in New York from the University of Glasgow, Scotland. Those participating were (reading from front, clockwise) Gustave A. Wohlfort, Treasurer, M. J. "Pete" Niles, Special Representative for the President, Edward E. Langenau, Director of Analytical Laboratories, Dr. Ernest Guenther, Vice President and Technical Director, Dr. Barton, Mr. Cassullo, Harold A. Janovsky, Chief Flavor Chemist, Fred W. Richter, Clifton Factory Manager, Fred H. Leonhardt, Vice President, R. W. Wilmer, Advertising Manager, Ellis Merkl, Assistant Treasurer, H. P. Wesemann, Vice President in Charge of Sales, Dr. E. H. Hamann, Flavor Research Consultant, and A. J. Hemminger, Assistant Secretary and Director of Personnel.

### CAI Golf Committee Announces Outing Dates

The 1957 Chemical and Allied Industries Golf Committee has finalized on dates for this year's outings—they are as follows: May 21—Lakepointe; June 25—Farmington; July 23—Oakland Hills (Ladies' Day); August 27—Grosse Ile; September 24—Meadowbrook.

### Maurice Coeur Honored By Holiday Magazine

In an article "France's Greatest Art," appearing in the April issue of *Holiday* magazine, Maurice Coeur, chief perfumer for Charabot & Cie, was singled out along with Christian Dior, designer, as "singular artists unchallenged in their respective fields."

### GCMI Meeting Scheduled

The semi-annual membership meeting of the Glass Container Manufacturers Institute, Inc.—a trade association of seventy-two manufacturers of glass containers, metal and moulded closures and supply industries—will be held at The Greenbrier, White Sulphur Springs, West Virginia, May 21st to 23rd.

### Vetiver Oils Paper Published

Dr. Sadgopa; and N. L. Zutshi of the Forest Research Institute, Dehra Dun, India, have published a four page paper entitled *Vetiver Oils—Methods of Test and Estimation of Important Constituents*.

### Donald Danilek Visits West Point

Donald Danilek, son of Joseph A. Danilek, president of Mary Chess Inc., was one of two Princetonians chosen on scholastic and R.O.T.C. rating to represent Princeton University in an exchange program with the U.S. Military Academy at West Point. Donald spent five days during February at West Point.

### Naarden Opens Subsidiary

Due to the increase of activities in Denmark, the N. V. Chemische Fabriek "Naarden" has recently established the local subsidiary company, "Dansk A/S Naarden," in Copenhagen.

### Cancer Committee Chairman Named

Benson Storfer, president of Parfums Corday, and Edward Plaut, president of Lehn and Fink Products Corp., were appointed co-chairmen of the Cosmetics Division of the New York City Cancer Committee's 1957 April Cancer Crusade. The New York City Cancer Committee is the local division of the American Cancer Society.

## Dr. Henderson Joins van Ameringen-Haebler

The association of Dr. William N. Henderson with the firm of van Ameringen-Haebler, Inc., has recently been announced by Charles P. Walker, president of the Co. Dr. Henderson's responsibilities will include the coordination of research and development efforts throughout the organization.



Dr. Henderson studied chemistry at Clemson College, Chicago University, the University of Berlin and Princeton, where he received his Ph.D. and taught chemistry before starting his career in industry. He had been associated with the Allied Chemical & Dye Corp. and W. R. Grace & Company.

### Standard Issued

The Board of Standards of the Toilet Goods Assn. has issued standards for Methyl Parahydroxybenzoate, Propyl Parahydroxybenzoate, and Butyl Parahydroxybenzoate.

### Paris Fair Plays Host to World Industry

Some 4,000,000 businessmen and visitors from all parts of the world are expected to view the products of over 13,000 exhibitors from 39 countries at the world's largest showcase of industrial and commercial production—the 46th annual Paris International Trade Fair, May 25 to June 10.

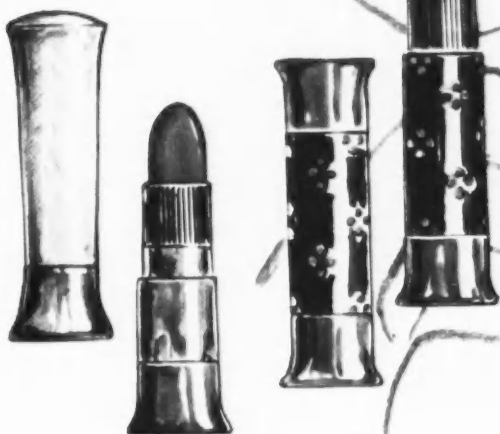
### CORRECTION

American Perfumer and Aromatics New York, N. Y. Gentlemen:

On page 79 of the March issue of *American Perfumer and Aromatics* appears an advertisement from the Hotel Napoleon in Paris mentioning the name of Charabot.

There is no connection whatsoever, in any shape or form, financial or otherwise, between the Charabot company and the Hotel Napoleon, or the Klaguine family or Mr. Ivan Makowsky.

Yours very truly,  
Charabot & Co., Inc.  
M. G. Couderchet, president



## **DISTINCTIVELY:**

Scovill can now furnish without royalty or fitting up charges an entirely new line of refillable lipstick containers in a wide range of stock designs. Or special containers to accept Scovill's standard refill unit can be worked out to your specifications. Scovill refill features: easy one-hand operation; long, decorative bases; free wheeling at all times. For these and other distinctive cosmetic containers consult:

Scovill Manufacturing Company,  
Drug and Cosmetic Container Division, 99 Mill Street, Waterbury, Conn.

**SCOVILL** Refillable Containers

PATENTS PENDING



# Perfumer's Notes

## ON A FEW VERONA SPECIALTIES

**ISO-BUTYL FURYL PROPIONATE** — A top note of freshness and fine aroma for perfumes. Also used in flavors as an addition to Pineapple, because of its characteristic aroma and freshness.

**ALPHA-METHYL CINNAMIC ALDEHYDE** — A base for synthetic Oil of Cassia, to which it adds softness and stability.

**CYCLAMAL\*** — Stable in perfumery. Will not discolor or irritate in cosmetics and soaps. Used up to 5% in perfume bouquets for its Lily of the Valley-Muguet character. The exceptional purity of Verona Cyclamal makes it outstanding for its clean, fresh aroma, free from fuzzy by-notes.

**FLORANOL** — A chemical with a soft, slightly fruity Rose note, but with considerable power and stability.

*Write for further information.*

*Investigate these additional VERONA specialties:*

CYCLAMAL CYCLO ACETAL • DIMETHYL OCTANOL SPECIAL

RESEDALIA • VERONOL • ROSANOL

Sole representative in the United States for J. & E. Sozio, Grasse, France.

Resinoides

Essential Oils

Natural Absolutes

*Write us for our complete list of specialties and other aromatic chemicals.*

**PRODUCTS BUILD SALES FOR** *Your* **PRODUCTS**

Aromatics Division

**VERONA CHEMICAL COMPANY**

Plant and Main Office: 26 Verona Avenue, Newark, N. J.

1210 Rosedale Avenue, Chicago, Ill.



# SPOTLIGHT

## News...

**Chesebrough-Ponds has cancelled its contract with Colgate-Palmolive Co.** for the distribution of its products, effective July 1. Chesebrough-Ponds will use the expanding Pond's sales staff for distribution. The trade mark Vaseline is registered by Chesebrough-Pond's Inc. and has been used continuously by it for over 80 years for products of its manufacture such as petrolatum, hair tonic, lipstick, pomade etc. to distinguish them from products of all other manufacturers. Colgate has been distributing Chesebrough's vaseline brand products since 1873.

**The first surface active agent from sugar** produced by the Berkeley Chemical Corp. is being marketed as Sucrodet D-600. It is a recrystallized sucrose dipalmitate developed primarily for utility in the cosmetic, food and pharmaceutical industries. Within a few months the company plans to offer sucrose esters derived from stearic, oleic, myristic and lauric acids.

**Lanolin Plus is to shift to newspapers** from TV from May 1 until September to promote its products in 180 major cities.

**Sodium fluoride dentifrices may not have to carry a labeling requirement** which is necessary under present regulations if the Commissioner of Foods & Drugs who wishes to delete the requirement is supported. Written views on the matter were invited by the Dept. of Health, Education and Welfare before May 10. The response and the final decision has not yet been announced.

**Two former heads of cosmetic and pharmaceutical companies are now presidents of carpet companies.** Lowell Weicker former president of E. R. Squibb & Sons is now president of the Bigelow-Sanford Carpet Co. and Ade Schumacher former Liggett Drug Co. president is now head of the Firth Carpet Co.

**A nasal nozzle aerosol spray** with a metered valve has been perfected by the Valve Corp. of America. It is a two piece dispenser shaped for easy administering to the user's nostrils by pressure of the fingers that hold the spray.

**A correction on the odor of irones** is in order. It is regrettable that an error was made in describing the odor of an isomer of iron in the article by Dr. Paul Z. Bedoukian on "Progress in Perfumery Materials" which appeared in the March issue page 41. The most desirable isomers from the perfumer's standpoint are alpha iron and neo-alpha iron and not the iso-alpha iron as stated. Dr. Bedoukian points out. The iso-alpha iron

possesses a cedarwood odor whereas the other two irones mentioned above have a true orris-like character.

**A between-engagements spot** provided by Helena Rubinstein has been opened at 666 N. Michigan Ave., Chicago. It is a retreat for women for spending the time between leaving the office and meeting a date, between finishing shopping and meeting a husband or between a quick lunch and office duties. Resting, exercising, sun bathing, showering or a make-up are made available.

**Colgate-Palmolive's 32 foreign subsidiaries** now spend \$25,000,000 annually for advertising outside of the United States. Their sales in 1956 were \$217,555,000.

**A supermarket sundries exposition** will be held in the New York coliseum September 16 to 20. Products manufactured for sale in supermarkets and other self service stores will be exhibited.

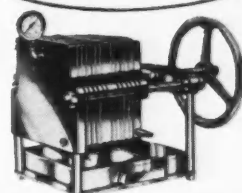
**Vitamin moisture balancer,** Coty's newest beauty aid for normal or dry skin is offered to restore the correct amount of moisture essential for even oil nourishment. For normal or dry skin it is reported to add a thin film of oil but in the case of oily skin the skin supplies itself adequately with oil.

**Equality rights in distribution** are aimed at in the draft statute being prepared by legal and economic experts on fair trade under the sponsorship of the Bureau of Education on Fair Trade. The purpose is to overcome the adverse court decisions on fair trade. Technical details are being ironed out.

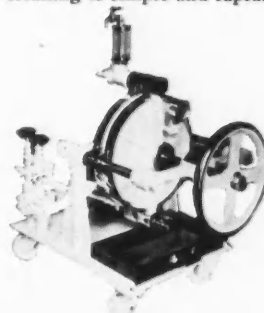
**A second synthetic glycerine plant** is being constructed by Dow Chemical Co. in Freeport, Texas. The new plant is expected to be completed by next March and will double the company's glycerine output. A Dow developed process involving propylene and chlorine as starting materials, is employed.

**The Stag line of toiletries for men** manufactured by the Rexall Drug Co. has been reformulated and the packaging redesigned. The rubbing alcohol is to be packed in aerosol containers.

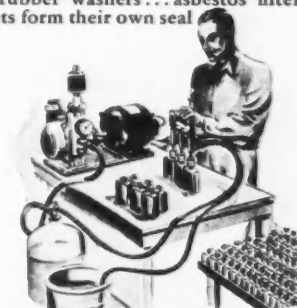
**Special Arrangements for time off on Friday before Memorial Day and the Fourth of July** have been made by concerns in the cosmetic and its allied fields. One-third will be closed all day following Memorial Day and nearly one-half will be closed on the Friday following the Fourth of July.



**MODEL 8 ESS** — Excellent for filtration of perfumes, essential oils and other liquids. Made from stainless steel either cast or rolled stock, precision machined and highly polished. Easy to set-up, screens can be removed quickly and cleaning is simple and rapid.



**MODEL EDW** — This filter is recommended for small batches where filter aid is required. Design eliminates need for rubber washers... asbestos filter sheets form their own seal.



**PORTABLE VACUUM BOTTLE FILLER** Will fill small or batch lots of material at lowest cost. Fills bottles to uniform height without loss of material. Various spouts for filling shaker-type bottles to gallons.

Write for Illustrated Catalog

**ERTEL ENGINEERING CORP.**

10 FAIR ST., KINGSTON, N. Y.  
Branch Office & Showroom  
New York City

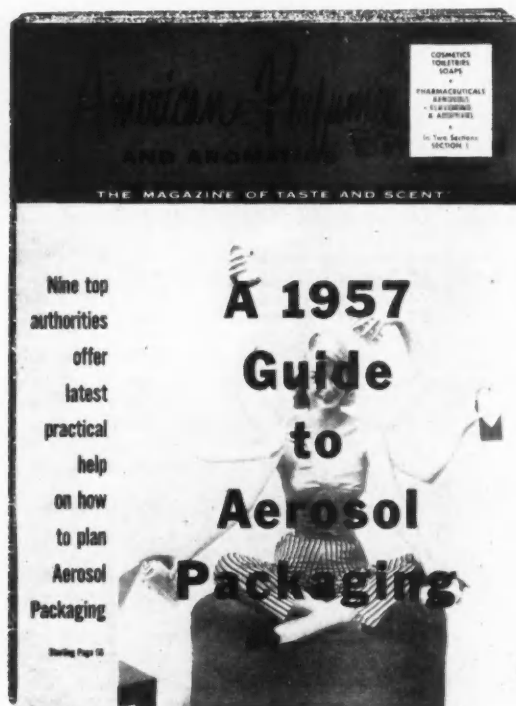


## QUESTION:

What one publication is devoted to the related cosmetic, soap and flavor industries in the United States and Europe?

## ANSWER:

largest  
most  
concentrated  
paid circulation  
"audience"  
in the field



AMERICAN PERFUMER & AROMATICS is basically a technical cosmetic publication, publishing more technical articles on formulation, research, etc. than any other publication. It is editorially slanted to help the key men who originate, produce and sell the product. Service to readers extends beyond the fragrance aspect into formulas, values of components, and exploring new materials and ideas.

It publishes personal and trade news as well as new products and processes. A Monthly "Market Report" summarizes price fluctuations of raw materials and highspots changing market conditions affecting supply and demand.

A MOORE PUBLICATION

*American Perfumer*  
**AND AROMATICS**

48 West 38th St. • New York 18, N.Y.

## CITRUS OILS

★ Products of our W. I. Dom. Rep. Factory

★ Oil of Bitter Orange H.P.N.F.  
World's Largest Producer

★ OIL OF LIMES DIST.

★ OIL OF SWEET ORANGE H. P.

OIL OF SWEET ORANGE FLA. VALENCIA

OIL OF TANGERINE FLA.

OIL OF LEMON CAL.

## OIL OF BERGAMOT

Since 1936 Official Stock Distributor for Consorzio  
del Bergamotto Reggio Calabria, Italy

Representing

FRANCESCO STRACUZZI

MESSINA, ITALY

OIL OF MANDARIN

OIL OF LEMON

**C**ITRUS and **A**LLIED  
ESSENTIAL OILS CO.

61-63 SHEFFIELD AVE.

BROOKLYN 7, N. Y.

for **UNIFORM PURITY**  
**UNIFORM TEXTURE**  
**UNIFORM WHITENESS**



Experimental data and practical manufacturing experience of over 100 years' specialization in beeswax and beeswax compounds are at your service without cost or obligation. Write about your beeswax problems to

**WILL & BAUMER CANDLE CO., INC.**  
Syracuse, N. Y.      Established 1855

Bleached White Beeswax—Yellow Beeswax—Stearic Acid—  
Spermaceti—Ceresine—Composition Waxes—Red Oil

& Aromatics

KNAPP

FINE  
CHEMICALS

PRODUCTS  
INC.

LODI, NEW JERSEY

### ● EMULSIFIERS

### ● DETERGENTS

### ● ABSORPTION BASES

### ● FRAGRANCES

- SCIENTIFICALLY DEVELOPED  
AND MANUFACTURED—  
SPECIFICALLY FOR APPLICATION  
IN COSMETIC FORMULATIONS

KNAPP

FINE  
CHEMICALS

PRODUCTS  
INC.

LODI, NEW JERSEY

### New Product to Promote Percutaneous Absorption offered by Robeco

A specially purified form of hydrogenated squalene, called Robane, is being offered by Robeco Chemicals Inc. which is stated to promote percutaneous absorption. As it is miscible with human sebum, the makers point out, it can bring incorporated medicaments into closer contact with the absorbing surface of the follicular wall and accelerate pene-

tration by way of follicles and sebaceous glands. As a result of these properties the company indicates it has wide application in cosmetics. Furthermore, it is stressed, it spreads evenly and uniformly over the skin leaving it soft and not greasy and forms a protective film that assists in retaining subcutaneous moisture. And, it is said, it may be readily emulsified and gelled and will not oxidize nor become rancid in preparations. Moreover, it is added, it does not cause adverse skin reactions.

### New Publication

The first issue of "Miss," Pines Publications' new fashion and beauty magazine, will be published early in August, 1957, it was announced by Ned L. Pines, president and Publisher. The cover price will be 35¢. Miss Jean Carney, editor of "Miss," stated that in addition to fashions and beauty, the magazine will carry service features in a number of categories, including home furnishings, entertainment, food and parties, and social and family relationships.

### LUCKY GUY



Thomas Sheffield, vice-president of the Sheffield Tube Corp. and one of the directors of the Hollywood Red Cross Drive, is shown presenting Miss Kes Keny, actress-model, with a prize for her efforts in behalf of the Red Cross. Miss Keny is one of 40 professional ac-

tresses and models who solicited funds for the Hollywood Business Red Cross Drive recently. The Sheffield Tube Corp. donated the \$200 Murasone hi fi phonograph shown as an incentive prize to go to the young lovely who chalked up the best collection record.

### Dodge & Olcott Award Competition Open

Competition is now open for the 1957 Dodge & Olcott Achievement Award for outstanding contribution to the growth and development of the meat packing industry and the judges have just been announced.

### Schieffelin & Co. Start Sales Drive

Schieffelin & Company, America's oldest drug house with a history dating back to 1794, is now underway with the cosmetic industry's newest sales drive, planned to increase consumer demand for its line of Almay Cosmetics. The campaign represents the company's first venture into large-scale consumer advertising.

### Cyanamid on Metric System

The fine chemicals division of American Cyanamid Co., New York, is converting its bulk operations to the metric system of packing. Not affected by the move is Cyanamid's packaging of antibiotics, certified colors, stearates and various intermediates. A revised fine chemicals catalog reflecting the new metric prices will be published by the company shortly.

### Raymond Changes Name

Raymond Laboratories, Inc., a wholly owned subsidiary of Rayette, will henceforth be known as Rayette, Inc., Chemical Division, by recent action of the parent company's board of directors.

#### ESSENTIAL OILS

#### AROMATIC CHEMICALS

#### PERFUME SPECIALTIES

160-5th Ave., New York 10, N.Y. • CHelsea 3-1937

### INDO-JASMONE

After several years of research, we have solved the problem of discoloration of Indol.

"Indo-Jasmone" will be a great asset to the Perfumer, whenever his formula calls for Indol.

Indo-Jasmone is a liquid product and will not turn red like the conventional Indol. Its strength is equivalent to a 10% Indol solution.

*Descollonges*  
INC.

### Breck, Kimberly-Clark Honored

John H. Breck, Inc., and Kimberly-Clark Corp., have been chosen the most outstanding cosmetic and toiletries firms in successfully selling the lush, multi-billion dollar student market. Selected on the basis of their powerful youth-and-educational advertising and promotion programs, Breck is one of seven national advertisers named to receive this year's Key of Achievement awards, and Kimberly-Clark one of six to get honorable mention, at the fourth annual Student Market Clinic, at the Hotel Roosevelt, May 15.

### Colgate-Palmolive Perfumer to Visit European Perfume Sources



Miss Franya Ziborsky of the perfumery and essential oils division of the



Top officials of Owens-Illinois Glass Company attended the recent National Packaging Exposition in Chicago. This photograph which was taken at the Owens-Illinois exhibit, shows left to right, H. C. Laughlin, Executive Vice

President of Owens-Illinois, and Chairman of the Board of the National Container Corporation, O-I subsidiary; J. P. Levis, Chairman of the Board; C. R. Megowen, O-I President, and S. L. Rairdon, Vice President

Colgate-Palmolive Co., the world's largest purchaser of perfume materials, will be sent to Europe May 24 to the annual harvest of flowers in Southern France. She will also visit perfume sources in other parts of France and in Italy, Switzerland, Spain and England. Miss Ziborsky, who is one of the few women perfumers in the world, will observe the harvesting of flowers in Grasse in early

June and will study the methods of obtaining the natural oils from them. Miss Ziborsky will return June 21.

### Internationaler Kongress Fur Kosmetik

The ninth International Congress for Cosmetics will be held in Vienna from May 27 to 31.

## WANT THE RIGHT TALC?

*Call on Whittaker*  
**"The Talc House"**

THOMASSET CERTIFIED COSMETIC COLORS

U.S.P. STEARATES

**WHITTAKER  
CLARK &  
DANIELS, INC.**

260 West Broadway  
New York 13, N. Y.

## ROYAL JELLY

Queen tested, 48 hours or less in the cell. Any quantity, fresh material, at rock-bottom prices. Wire, phone, or write Western Commerce Corporation, 2816 E. Washington, Los Angeles 23, Calif.

PRIME SOURCE IN THE U. S. A.

**NOW OVER 5100**  
**BIOS CHEMICALS**

*Including*  
**ALL NEW & RARE**  
SYNTHETIC & NATURAL  
**RAW MATERIALS**  
For Perfumes & Flavors

Ask for our new complete catalogue

**BIOS**

*Laboratories, Inc.*

17 West 60th St. New York 23, N. Y.

Plaza 7-8171



#### Bermuda Rare Perfumes Appoints Oscar C. Olin Corp. as U. S. Rep.

Bermuda Rare Perfumes of Bailey's Bay, Bermuda, has appointed the Oscar C. Olin Corp., 15 W. 44th St., New York 36, N. Y., as its representative to actively reintroduce the line in the United States. The new perfume, Bermuda Passion Flower, is stated to be a mark of progress in the art of perfumery. It is an original creation with a captivating appeal and the packaging is distinctive. The perfume is offered in three sizes: one ounce; one-half ounce and one dram. The cologne is offered in an attractive 2 ounce package.

#### SAACI Announces Sales Clinic

The sixth annual Sales Clinic of the Salesmen's Assn. of the American Chemical Industry will be held Monday, October 14, at the Hotel Roosevelt, New York, it was announced by Vincent Rebak, SAACI president.

#### Rhodia Ads To New Agency

Sudler & Hennessey, Inc. will handle all advertising and promotional activities for Rhodia, Inc.

#### "Pennsalt" New Name

Highlighting the annual meeting of shareowners of the Pennsylvania Salt Manufacturing Co. recently was the approval of "Pennsalt Chemicals Corporation" as the new official name of the company.



At the opening of Richard Hudnut's new showroom and executive sales offices at 7 East 60th Street . . . Charles A. Pennock (right), President of Richard Hudnut Cosmetic Division is shown with Douglas Brown, President of Standard Laboratories (left) and Matthew G. Herold Vice-president and member of the

Board of Directors, Warner-Lambert Pharmaceutical Co. The luxurious new showroom for buyers, called the DuBarry Salon de Beaute, will display preparations marketed by the Cosmetic Division, which includes DuBarry, Richard Hudnut and Sportsman labels. The new quarters are in a noted New York landmark.

#### Industry Leaders Honor Dr. Hubert Fraysse During Visit to U. S.

Executives in the essential oil and aromatic chemical industry and many

friends in the trade paid tribute to Dr. Hubert Fraysse, head of Synarome S.A.R.L., Paris, France, at a reception given in his honor at the Hotel Pierre, New York, May 1. It was his first visit to this country in six years.

## HOLLYWOOD, FLORIDA



- Swimming Pool and Cabanas
- Oceanfront — 400 ft. of sand beach
- Free Parking
- Special Family Rates
- Cocktail Lounge
- Dining Room
- Coffee Shop

Write for information  
James H. Mercer, Mgr.

**HOLLYWOOD**

**Hotel  
SHELDON**

On The Ocean

**FLORIDA**

## DO YOU SPECIALIZE . . .



## IN TASTES OR SCENTS?

Then you should read every issue of American Perfumer and Aromatics! A year's subscription costs only \$5.00 . . . and you can order yours simply by sending us your name and address, along with your payment.

Order your subscription today!

**American Perfumer and Aromatics**

48 W. 38th St.

New York 18, N.Y.

## DR. THEIMER TV GUEST

Dr. Ernest Theimer (center) of van Ameringen-Haebler, Inc., was a recent featured guest during Chemical Progress Week on the Arlene Francis TV "Home Show" program which is telecast over the 117 station NBC network. In discussing fine perfumes with Miss Francis, Dr. Theimer urged the viewers to use perfume liberally and frequently every day, not just for special occasions. Dr. Theimer stated, "After all, if you like a fine fragrance you should be proud to let everyone know you are wearing it." The VAH spokesman also emphasized that through chemical research modern perfumers now have more than 2,000 aromatic chemicals which have made possible the many fine perfumes we know today. The program, one of the top audience daytime TV shows, is seen by 2,700,000 viewers on an average day—most of whom are women.

## Caricaturist At I.F.T. Convention

Under the sponsorship of Fritzsche Brothers, Inc., Joe Kaliff, nationally known caricaturist, was in attendance at the New York flavor firm's booths, Numbers 33, 34 and 35, throughout the I.F.T. Convention, sketching the visiting registrants and their wives. Mr. Kaliff has sketched notables in every walk of American life, not the least of whom includes Presidents of the United States, past and present.



## Nat'l Distillers Alters Name

Stockholders of the National Distillers Products Corp. have approved management's recommendation that the corporate name be changed to National Distillers & Chemical Corp., effective May 1. The new name reflects the corporation's extensive activities in the industrial

chemicals field, which it entered in 1950.

## NBBMA To Hold Dinner Meeting

The Board of Directors of the National Beauty and Barber Manufacturers' Assn. will hold a dinner meeting in The Advertising Club, New York City, June 25, at 5:30 P. M.

## HAIR COLORING for PRIVATE BRAND

Now, one of America's oldest and most reliable hair coloring companies has set up a private label division to handle large or small production of TINTS, DYES, COLOR SHAMPOOS, HAIR LIGHTENERS AND RINSES. All formulae have been thoroughly field tested. Please use company letterhead when inquiring.

### MAPOR CORPORATION

439 Oak Street • Garden City, N.Y.

**VERICREST**—The Protein Protective Colloid. In Shampoos additions of small percentages of Vericrest imparts the main quality sought in a Shampoo—namely, Better Performance, such as improved body and luster, reduced dryness and brittleness.

Vericrest on dilution with water produces an all purpose

**PROTEINIZER AND CONDITIONER FOR THE HAIR IN CONCENTRATED FORM, WHICH UPON FURTHER DILUTION BY THE CUSTOMER IS IDEAL IN A MECHANICAL SPRAY.**

Used also in:

Cold Wave Neutralizers  
Nail Treatments  
Wave Sets

Soaps & Detergents  
Bleaches  
Tints and Rinses  
Lotions

In most instances complete data, some formulations and recommendations are available. Samples of course as well.

### PROTEAN CHEMICAL CORPORATION

150 Nassau St. • N.Y.C.

# COLORS

FD&C—D&C—EXT. D&C  
Chlorophyll & Carotene

Our Laboratories Are At Your Disposal



**LEEBEN** COLOR & CHEMICAL CO., INC.  
& ITS DIVISION, INTERSTATE COLOR CO.

103 LAFAYETTE ST.

TEL. WORTH 6-0330

NEW YORK 13, N.Y.

"The only commodity we offer besides COLOR is SERVICE"

## Efforts to Obtain New Varieties of Lavender and Lavandin

(By Our Grasse Correspondent)

Grasse, France—The lavender market is quite inactive at this time. Most French and foreign users having covered their requirements up to the next crop, the Grasse firms have ceased their purchases, and the production prices have lost their firmness.

The distillers that did not wish to sell their essence in the course of the last six months in the belief that prices would continue to rise would now be very desirous of selling their stock to get cash for the purpose of meeting the payment of a part of their purchases in agricultural equipment, plants, seeds, fertilizers which they need for their operation. Thus this time is quite favorable for deals, particularly in essence of lavender, which went down nearly 2000 frs. per kilogram on the price in force as soon as the 1956 distillation was ended. Of course, the stocks are reduced, but they are still quite sufficient to meet the demand until the next season.

It is difficult to give an opinion on the development of the market during the next few months particularly if important and continued purchases are stopped, as we say, at the beginning of this report. Nevertheless some deals of average importance are closed, and they give support to the market, and keep it from becoming exhausted. The present production prices are:

### Essence of Lavender

Fr.: 14,000 per kg. or  
\$181.83 per lb.

### Essence of Lavandin

Fr.: 1,500 per kg. or  
\$1.94 per lb.

The damages found in the plantations following the severe winter of 1956 will be compensated by the replacement plantings made since the beginning of the year, while for lavandin new and important plantations were created in almost all cultivation regions, and they already appear in an excellent condition of vegetation.

In this connection, it is interesting to notice the joint efforts of the Chambers of Agriculture and of the nurserymen to obtain new varieties with a greater yield, while improving the quality of the essence.

The "Abrial" lavandin, for instance, the plantations of which increased considerably as a consequence of its high yield, produces an essence that is rather camphored, which does not suit all users. The growers have produced some varieties that give an essence with less camphor and lighter, one of which is remarkable for its density of 0.885 at 15° C.

As to lavender, this work of selection seems less advanced. Nevertheless we will mention the latest, called "Matheronne," which produces more than double the quantity of essence per 100 kg. of flowers distilled, which essence has a high content in ethers, but the odor of

which lacks fineness, and the solubility of which exceeds the admissible standards.

Other varieties are being studied, the names of which are not well known, their aptitudes ill-defined, and it will be necessary to follow up these plants during several crops before being able to establish in a precise manner their characteristics, and the advantages that may result from them in distillation.

## Pertinent Papers for Chemical Industry Assn. Resort Meeting

The second annual resort meeting of the Chemical Industry Assn. will be held May 24-26 at Split Rock Lodge, White Haven, Pa. Among the speakers will be Dr. Willard M. Bright, director of research for Lever Bros. Co.; John H. Garrett, U.S. Dept. of Defense; and William J. Connolly, Metal and Thermit Corp.

Dr. Bright will address the Saturday night banquet on "Wash Day Miracles—Past, Present and Future."

Mr. Garrett will address the Saturday morning session on the Department of Defense as a Consumer of Chemicals—the Potential Market and Its Stability."

Also addressing the morning session will be Mr. Connolly on "Developing a Product with No Known Market."

Part of the session will be devoted to informal discussion of present day marketing problems.

The meeting is open to members.

## 52 million consumers . . .

in the Federal Republic of Western Germany await you—and we offer you our assistance to successfully enter this market.

We have been a family corporation since 1825, and rank in the cosmetical field among the best known manufacturers of high-class products (Eau de Cologne, perfumes, etc.).

We wish to establish relations with American firms interested in having their cosmetics and perfumes introduced and distributed through us in Western Germany. We are fully equipped and staffed to cooperate on the import and/or license basis. Please contact us.

**Joh. Chr. Fochtenberger**  
the House of Finest Perfumes since 1825  
Heilbronn am Neckar  
West Germany



look for the symbol of the **RETORT**

**YOUR GUARANTEE  
OF MATCHLESS QUALITY,  
PURITY, UNIFORMITY**



Behind the symbol of the Retort stands three generations of family pride and "know-how" in Essential Aromatics, natural and synthetic flavors, perfumer's specialties. Made in the West's most modern plant. The Retort is your guide to dependability.

**F. Ritter & Co.**  
Los Angeles 39, California  
Branch Offices in Principal Cities



#### **\$800,000 to U.J.A. Reported at Dinner to Bertisch**

More than \$800,000 was contributed to the United Jewish Appeal at the Drug, Perfume, Cosmetic and Allied Industry dinner in honor of Benjamin W. Lerner of the Sun Ray Drug Co. held May 2 at the Hotel Pierre, New York.

Leo Bertisch, president of United Cigar-Whelan Stores Corp. and chairman of the drive, told the assemblage of more than 300 trade leaders that by the end of the 1957 U.J.A. drive, the total given in the trade "will exceed the one million mark."

#### **Lilly Dache Presents Summer Fashions from Her Boutique**

Miss Lilly Dache, president of Lucien Lelong and the General Beauty Products Corp., presented summer fashions from her boutique at a well attended meeting in the Hotel Plaza, New York, May 2. After a brief introductory speech by Miss Dache, the mannikins gowned in the latest Summer attire, displayed the new fashions. The use of perfume as a part of fastidious grooming was discussed by Miss Dache.

Miss Dache displayed excellent taste in the selections displayed which perhaps is natural because she was elected one of the ten best dressed women in the United States.

#### **Hazel Bishop Receives Award, Flies South and Speaks at Symposium**

Miss Hazel Bishop, president of Perfemme, Inc., which she recently organized was awarded a plaque by the Assembly of Brooklyn Jewish Women's Organizations, April 4, for her courageous endeavors in industry, business and civic affairs. The award was made at a luncheon of the organization in the Waldorf-Astoria hotel, New York, and was attended by about 1400 women.

Two days later Miss Bishop flew to Miami to attend the Spring convention of the American Chemical Society of which she is a member of the national council.

April 23 Miss Bishop was the after dinner speaker at the Symposium on "Information Services" conducted by the Chemists' Club library which was attended by over 250 librarians representing all branches of the chemical industry. At the request of the committee she spoke on "My New Adventure, Perfemme, from Idea to Market." Perfemme Inc. is wholly independent of Hazel Bishop, Inc.

#### **Max Factor Sales Up**

Sales and royalties of Max Factor & Co. surged to \$32,613,771 in the year ended December 31, 1956, highest in the 48 year history of the company.

#### **Newport Industries Have Moved**

Newport Industries Co., a division of Heydon Newport Chemical Corp., moved to Heydon Newport's offices at 342 Madison Ave., New York.

#### **Middle East Expert Speaks**

Dr. Max Mark addressed the Chemical and Allied Industries Assn. of Michigan, April 29. His topic was "Discussion of Middle East and Suez Canal Crisis."

#### **Ad Agency Changes Name**

A name prominent in advertising agency circles for 25 years has been changed. The Franklin Bruck Advertising Corp. has become Heineman, Kleinfeld, Shaw & Joseph, Inc.

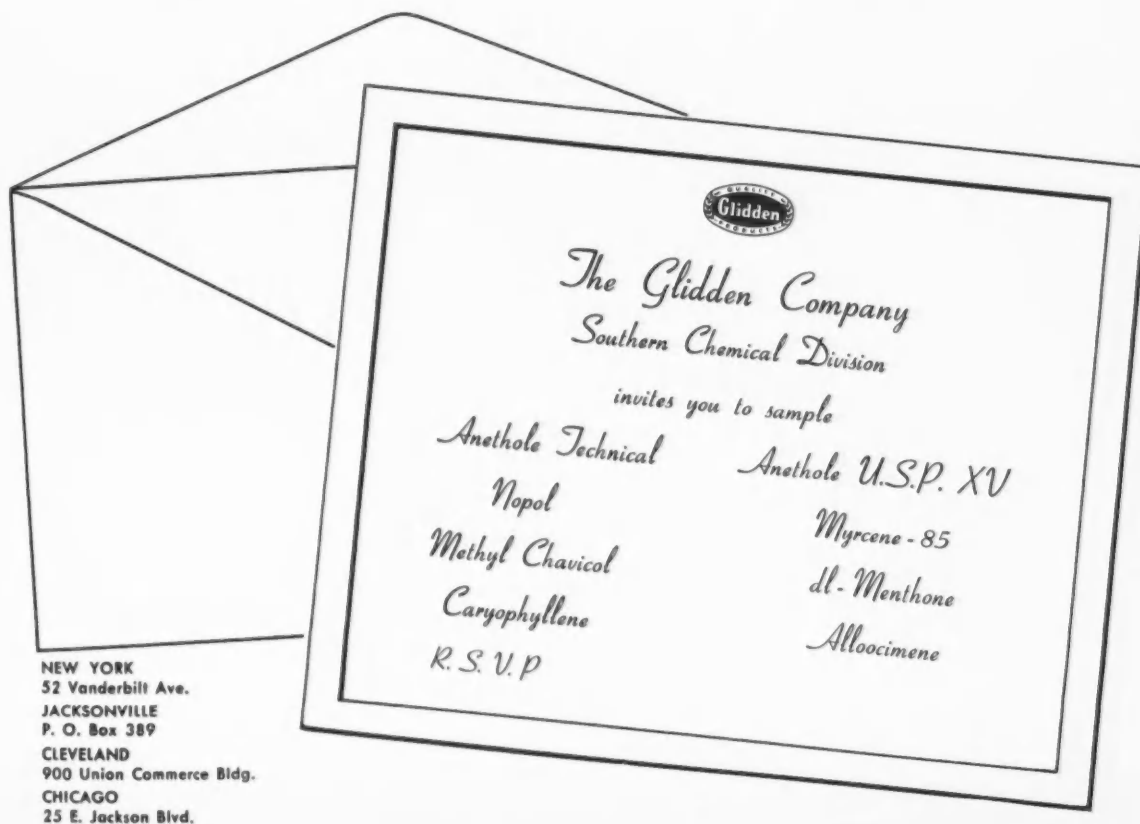
#### **OBITUARY**

##### **Arthur P. Taylor**

Arthur P. Taylor, 81, president of Taylor Soaps-Perfumes, died April 16. His father, John Taylor, founded the business in 1865.

##### **John C. Vaughn**

John C. Vaughn passed away on March 21st. Vaughn, long time treasurer for Meyer Bros. Drug Co., had been in retirement for a number of years.



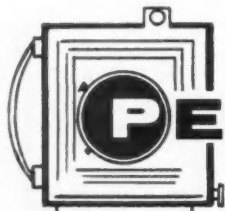
**The Glidden Company**  
Southern Chemical Division

*invites you to sample*

Anethole Technical	Anethole U.S.P. XV
Nopol	Myrcene - 85
Methyl Chavicol	dl-Menthone
Caryophyllene	Alloocimene
R. S. V. P	

NEW YORK  
52 Vanderbilt Ave.  
JACKSONVILLE  
P. O. Box 389  
CLEVELAND  
900 Union Commerce Bldg.  
CHICAGO  
25 E. Jackson Blvd.





# PERSONALITIES



Adolph Schwarz

**Adolph Schwarz**, president of the Polak & Schwarz world organization recently returned to Holland after a visit of 6 weeks to New York. His stay was in connection with the contemplated expansion of Polak & Schwarz activities in this country, including the recently completed enlargement of the companies' manufacturing facilities in New Jersey.

**Violet Dickson** has recently been appointed special representative and consultant for Alexandra de Markoff.



Willem Lasthuysen

**Willem Lasthuysen** is now the technical director of the aromatics division of Rhodia Inc., it has been announced by Raymond J. Picard, president of the firm. Mr. Lasthuysen has more than twenty years of experience in the perfume and flavor raw materials business. He was formerly senior perfumer with the Colgate Palmolive Co. and earlier, was chief chemist of Dodge & Olcott, Inc.

**Thomas R. Drinkwater** has been made assistant to the manager of alcohol and chemical sales for U. S. Industrial Chemicals Co., Division of National Distillers Products Corp.

**Joseph I. Brennan** has been appointed to the staff of van Ameringen-Haebler, Inc., according to an announcement by Charles P. Walker, president of the firm. Mr. Brennan will be responsible for the



Joseph I. Brennan

development and coordination of personnel and industrial relations activities throughout the various plants and branches of the organization. He was formerly personnel manager of the Surgical Products Division of American Cyanamid Co., after serving in the Plastics and Resin Division of that company and with the Berger Brothers Co.



Philip T. Petley

**Philip T. Petley**, head of P. T. Petley & Co., London, England, accompanied by Mrs. Petley, arrived in the United States April 8 for a three weeks visit. Part of his time while here was spent in conference with Fritzsche Brothers, Inc. for whom his company acts as British representative and the balance was spent in calling on friends in the trade in New York and Washington and visiting relatives in this country.

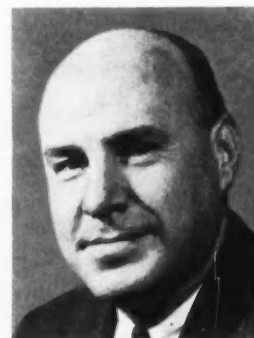
**John T. Dillworth** has been appointed vice-president of the Baird Chemical Corp., according to an announcement by Joseph M. Baird, president.



Joseph S. Keating

**Joseph S. Keating** has been appointed national sales manager of Bourjois, Inc., it was announced by Henry O. Dow, vice president in charge of sales. Before becoming associated with Bourjois, Mr. Keating was sales manager for Lenthéric, Inc., and had been director of sales training at Dorothy Gray.

**John F. Coneybear**, son of Savery Coneybear of Colgate-Palmolive Co., has been appointed radio and television director of Edward Gottlieb & Associates Ltd.



Carlyle E. Miller

**Carlyle E. Miller** has been named general sales manager of the toilettries and dyestuffs division of Park & Tilford, it was announced by Jack H. Mohr, general manager. Mr. Miller was formerly national field sales manager of Lenthéric, Inc.

**Kay McDonald**, recently assistant labor relations director for R. H. Macy, has been appointed as director of employee relations with Helena Rubinstein, Inc. She will supervise employee relations for the firm's Long Island factory, the Manhattan offices and salon on Fifth Avenue, and the warehouse in California.





Roger E. Varin

Roger E. Varin has been appointed Director of International Operations for Lehn & Fink Products Corp., it has been announced by Edward Plaut, president of the cosmetics and toiletries firm. Mr. Varin will be in charge of all Lehn & Fink foreign business, including the company's subsidiary plants in Buenos Aires, Rio de Janeiro, Toronto, London, Paris, and Hamburg, and distributorships in 28 countries.

Dr. Milton Harris, founder of the Harris Research Laboratories, Inc., recently acquired by The Gillette Co., was elected a vice-president of the company at the annual meeting of shareholders in Boston recently.

Wayne Rathbun, plant manager of the Sheffield Tube Corp., has made possible a 10% increase in production for 1956, according to a recent announcement by the company. Mr. Rathbun was made plant manager in January of 1956, after being assistant plant manager for two



years. Prior to joining the Sheffield Tube Corp. in 1947, Mr. Rathbun worked for General Dynamics and the Conn. Light & Power Co. A native of Norwich, Conn., he is active in various club and civic activities.

Howard Milton Dale has been appointed assistant to John Hutchings, managing director of Charles of the Ritz Distributors, Ltd. Mr. Dale will also be a director of the English company and will headquarter in London.



Susan Stringer

Susan Stringer has been appointed as the new Germaine Monteil territorial manager for Florida. Miss Stringer, who has done extensive promotional work for Germaine Monteil Cosmetics will continue her training and retail promotional work and in addition will service the accounts in the Florida area.

William H. Green and Melvin W. Title were newly elected to the Plume and Atwood Manufacturing Co. board of directors at the annual stockholders meeting. William Green has been closely associated with the cosmetic industry for more than fifty years. Melvin Title is an insurance broker.

Specializing in  
**SOLUBLE RESINS**  
extracted from natural gum

Ask for  
**RESINODORS**  
and  
**FLUIDAROMES**

BENSOIN • LABDANUM  
GALBANUM • STYRAX, etc.

Samples and quotations upon request

**Ph. Chaleyer, Inc.**

160 East 56th Street • New York 22, N.Y.  
Plaza 3-8618

## Certified Cosmetic Colors

for

Lipsticks • Face Powders  
Rouges • Compacts  
Lip Pomades • Nail Polishes

also

Purified Iron Oxides  
Purified Titanium Dioxide  
for Drugs and Cosmetics

Let our modern scientific laboratories assist in your color problems.

Samples Cheerfully Submitted.

**Ansbacher-Siegle**  
CORPORATION

Manufacturers of Fine Colors

General Offices, Factory and Laboratories

ROSEBANK, STATEN ISLAND, NEW YORK, N.Y.

Boston, Chicago, Cincinnati, Cleveland, Greenville, S.C.,  
Los Angeles, Philadelphia, San Francisco

**Philip Smolowe**, president of Jean Patou, Inc., left for Paris via Air France for a series of conferences with Raymond Barbas, international head of the House of Jean Patou and president of the French Couture.

**Dr. Francis A. Mina** has been appointed technical director of Lodes Aerosol Consultants, Inc., it has been announced by Frederick G. Lodes, president of the firm. Dr. Mina was formerly



Dr. Francis A. Mina

vice-president and general manager of the E. A. Bromund Co. Dr. Mina received his B.S., M.S. and Ph.D. degrees from Fordham, majoring in physiology. He was instructor in bacteriology before entering business.

**S. Rus Schay** has been appointed aromatics chemist for The Glidden Co.'s Southern Chemical Division, according to an announcement by Dr. W. David Stallcup, vice president in charge of the Glidden division. Prior to joining The Glidden Co., Mr. Schay was plant manager for Polak's Frutal Works.

**Byron J. Stolaroff**, vice president of the Natone Co. has just completed a hurried trip to eastern cities introducing



Byron J. Stolaroff

Martha Lorraine's newest import, Skin Up. After returning to Los Angeles, Mr. Stolaroff flew to Europe on May 14 for conferences with the Martha Lorraine foreign manufacturers and distributors.

**Harry W. Cook** has been appointed general sales manager of Helene Pessl, Inc., according to an announcement by Arnold Perlman, president of the firm. Mr. Cook will supervise and coordinate the entire sales program.

**Philip Libson**, of West Los Angeles, head of the packaging design department for Max Factor & Co., was named "Packaging Man of the Year," by the California Packaging Club.



Howard G. Lewis

**Howard G. Lewis**, vice-president of the Hazel-Atlas Glass Division of Continental Can Co. was elected to the board of trustees of the Glass Container Manufacturers Inst. at a recent meeting of the trustees.

SINCE 1953 . . .

**A Confidential  
Consulting Service  
Devoted To All Phases  
Of Aerosol Technology  
And Service  
With Complete  
on-Premises  
Laboratory Facilities**

*"clients' service — my only obligation"*

#### • DEVELOPMENT

Formulation  
Mechanical Components  
Processes

#### • TESTING

Physical  
Chemical  
Shelf Life  
Legal Compliance  
Comparative Evaluation

#### • SERVICE

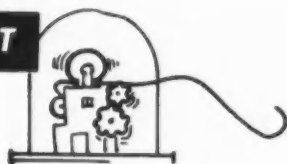
Plant Layout  
Equipment Checkout  
Personnel Training  
Customer Service  
Pilot Run Packaging

**ROBERT A. FORESMAN, JR.**

AEROSOL CONSULTANT

1690 Margaret Street • Phila. 24, Penna.

## MARKET REPORT



### Price Fluctuations Small

**F**irmness in most essential oils and aromatic chemicals was supported by a rather broad demand. Orders and inquiries came from a rather wide line of consumer lines. Soapers were taking good quantities and makers of toiletries and proprietaries were well represented in the market. In addition to a good demand

for Easter holiday goods early preparations for the coming summer brought out reasonably good size inquiries and orders from many lines. Fewer price movements were noted in the market and as a rule fluctuations were confined within narrow limits.

#### PRICE CHANGES

Advances	Current	Previous
Cocoa butter	\$0.64	\$0.62
Oil geranium		
Bourbon	16.00	15.25
Algerian	14.75	14.25
Oil sage, clary	35.00	25.00
Oil spruce	2.80	2.65
Copra, coast, ton	152.00	148.00
<b>Declines</b>		
Ionones		
Methyl	\$4.85	\$5.15
Beta	4.85	5.15
Citronellol	3.70	3.90
Citral	4.30	4.60
Iso eugenol	3.45	3.90
Oil citronella		
Formosan	1.10	1.20
Ceylon	0.85	0.90
Geraniol		
Extra	3.25	3.40
Soap grade	2.05	2.25
Geranyl acetate	2.90	3.10
Vanilla beans, Bourbon	8.50	8.75
Oil patchouli	6.00	6.25

(Prices per pound unless otherwise specified)

#### CITRATES FIRM, ACTIVE—

Heavy consumption of citrates over the first quarter of the year has served to keep manufacturers inventories at a low level. Statistically the overall position of the market is regarded as very firm. Indications are that sales will continue to run into a heavy volume. Arrival of the summer season is expected to result in a greater pressure for goods especially for the account of the beverage trade.

#### LIME CONSUMPTION GAINS—

Consumption of lime oil in the United States and Europe has increased to such an extent that producers are currently going into a new season with virtually no carryover of stocks. Some new crop Mexican lime oil has been sold for May-June shipment but there is a tendency on

the part of producers to ask higher prices. There is talk in the trade to the effect that some exporters are asking 50 cents a pound more for additional lots of new crop oil. Great Britain which normally depends on the West Indies for lime oil, has already been negotiating for new crop oil in those countries for July-August shipment.

#### TREND EASIER IN MENTHOL—

Fairly substantial arrivals of new crop material from Brazil's resumption of offerings by China in the European market; and a decline of about 50 cents a pound in shipping prices out of Japan all contributed to a generally softer tone in the menthol market. The arrivals of new crop natural menthol from Brazil represent consignment lots to fill consumer orders

as they appear. Meanwhile the heavy consuming season has come to a close and as far as can be learned large buyers are inclined to hold off buying their anticipated Fall and early Winter requirements.

#### BEESWAX STRONGER—

Following a period of weakness, sellers of African, or the unbleachable grades, of beeswax marked up their quotations, and in some instances, suppliers withdrew from the market. Bleachable grades have remained strong. With the exception of small supplies from Central America and the Caribbean, very little material is offered.

#### CRUDE GLYCERIN TIGHT—

The outlook in crude glycerin is regarded as exceedingly strong. Although there is a good supply of refined material in the market because of the well maintained output of synthetic material, refiners of the natural product have been searching in the world market hoping to obtain necessary quantities of crude material to meet requirements. Refiners purchases of foreign crude glycerin are governed by the current quotations existing on refined material. The cost of foreign crude is in some instances too high for refiners to acquire such parcels in the light of competitive prices existing here for refined material.

#### LEMONGRASS USAGE DECLINES—

Development of a new manufacturing process by a major vitamin producer will materially cut into the consumption of oil lemongrass as a basic material for vitamins A, E, and K, it is believed. Starting materials for the new process are acetone and acetylene. The oil has been gradually working lower in price over a period of many months. Chemicals derived from the oil namely citral and the ionones have likewise been losing ground.

#### GERANIUM OILS EDGE UPWARD—

Geranium oils scored advances over the past month. The hardening trend was in some measure due to increases in replacement costs at primary centers and also by good sized orders for the account of soapers. Stocks of Algerian geranium oil are depleted and another new crop will not be ready for distillation until next month, June. Quotations were moved up to \$14.75 to \$15.25 per pound. New production of Bourbon geranium oil will not get underway until July or August, and the crop from which this oil is distilled, is normally a small one. Spot prices for Bourbon geranium oil were advanced to \$16.00 to \$16.50 per pound.

#### ORANGE OILS FIRM—

The tight supply position in California orange oil has failed to be relieved. Trade in other varieties of orange has in turn increased by reason of the tightness in Californian material. The approaching summer should tend to place greater pressure on demands with the result that most dealers are inclined to be very firm in their ideas regarding the outlook.

**MOULDS**

*For*

**LIPSTICKS  
MASCARA  
SUPPOSITORIES  
STYPTIC PENCILS**

*and*

**DIES**

*for*

**ROUGE  
COMPACT POWDER**

*Write for Catalog*

**A. CAVALLA, INC.** 163 WEST 18TH STREET, NEW YORK 11, N.Y.

**WE BUY FOR CASH**  
**CLOSE-OUTS • SURPLUS**

Bottles • Caps • Jars • Con-  
tainers • Chemicals • Closures  
Cosmetics of any Descriptions  
Also Business Small or Large . . .

**UNIVERSAL OUTLET CO.**  
1 E. 15th St. • New York 3, N.Y.  
Telephone Oregon 5-9444—  
Oregon 5-8568

1905 — 1957

**FIFTH AVENUE  
PROTECTIVE ASSOCIATION**

**A  
NATIONALLY USED  
COLLECTION AGENCY**  
covering the U. S. through  
its own personal representatives

**142 Lexington Avenue New York 16, N. Y.**  
(Our Own Building)

**GAMEO**  
DIE AND LABEL COMPANY  
*Creators of fine Labels, Tags and Packages*  
154 WEST 14th STREET, NEW YORK 11, N.Y.  
Oregon 5-0228

**Aromatic Chemicals**  
**FOR PERFUMERY AND FLAVORS**

Iso Propyl Quinoline • Isobutyl Quinoline  
Ethyl Anthranilate • Butyl Anthranilate  
Skatol  
Linalyl Anthranilate • Linalyl Isobutyrate

**FAIRMOUNT**  
CHEMICAL CO., INC.  
600 Ferry Street Newark 5, N. J.



- PURE WHITE
- EXTRA QUALITY
- ABSOLUTELY PURE
- ABOVE U.S.P. STANDARDS

• Samples will gladly be sent  
on request—at no obligation

*Serving the Trade for 105 Years*

**THEODOR LEONHARD WAX CO., INC.**

HALEDON, PATERSON NEW JERSEY  
Western Distributor: A. C. Drury & Co., 219 E. North Water St., Chicago, Ill.

*Revised, Enlarged Edition*

**HENLEY'S 20th CENTURY BOOK of  
FORMULAS, PROCESSES, TRADE SECRETS**

Over 900 pages, 8 1/2" x 5 1/2". Completely  
indexed, cloth binding. \$5.25 postpaid

Includes new section on Plastics and Photography.

Manufacturers, Chemists and others call HENLEY'S the most  
valuable book of its kind. Nearly 10,000 formulas, processes,  
trade secrets. A wealth of practical guidance.

It contains formulas for almost everything imaginable; new ways  
of doing things; technical process; so-called trade secrets. It has  
helped thousands make more from their present businesses and  
professions. A single formula may be worth 100 times the price  
of the book.

To list a few of items covered: Adhesives; Anti-Freeze Solutions;  
Antiseptics; Astringents; Beauty Preparations; Beverages; Bleach-  
ing; Chewing Gum; Cleaning Preparations; Cosmetics; Dentrif-  
ices; Depilatories; Disinfectants; Embalming Fluids; Essences and  
Extracts; Face Creams; Fumigants; Hair Preparations; Insecticides;  
Lipsticks; Liquors; Lotions; Manicure Preparations; Ointments;  
Perfumes; Polishes; Powders; Refrigerants; Soaps.

Use coupon today to order your copy—only \$5.25 postpaid!

MOORE PUBLISHING CO., Book Div., 48 W. 38th St., New York 18, N. Y.

Please send ..... copies of HENLEY'S 20TH CENTURY BOOK  
OF FORMULAS, PROCESSES, TRADE SECRETS to me.

☐ Check ☐ Money Order

Name .....

Company Name .....

Address .....

City ..... Zone ..... State .....



## CLASSIFIED ADVERTISEMENTS

Rates per line, per insertion: Situations Wanted and Help Wanted, 50c. All other classifications, \$1.00. Please send check with copy.

### FOR SALE

**FOR SALE:** One year's supply of latest information on market prices, new formulations, sales promotion techniques. Delivered to you on regular monthly schedule. Total investment for 12 months: \$5.00. Potential return: Unlimited. Address: Circulation Dept., American Perfumer & Aromatics, 48 W. 38th St., New York 18, N. Y.

### HELP WANTED

**MANUFACTURER'S REPRESENTATIVES** for Cuba, Venezuela desire direct representation for essential oils, aromatic chemicals, perfume bases, compounds, extracts, cosmetics, etc. Best connections, references. BOX 3148, AMERICAN PERFUMER & AROMATICS, 48 W. 38th St., N.Y. 18, N.Y.

**Compounder**—Five years similar experience reputable essential oil house required. Some training chemistry helpful. Know techniques and equipment used perfumery compounding. Reply full details including salary. Box 3149, American Perfumer & Aromatics, 48 W. 38th St., N. Y. 18, N. Y.

### MISCELLANEOUS

**PEPPERMINT OIL (ARVENSIS FORMOSAN)**  
PRICE QUOTATIONS UPON REQUEST. FOR FULL PARTICULARS CONTACT. PUNG LAI PERFUMERY CO. LTD. NO. 47 CHUNGHUA ROAD, TAIPEI, TAIWAN. CABLE ADD. "PPESENSE" TAIPEI.

### "FOR PERFUMES DE GRAN LUXE WE PROUDLY PRESENT:"

"ROSE ABSOLUTE EXACTA". Combines the natural abs. character and the true fragrance of the fresh flower.  
"VIOLET DE PARME SUPREME". A truly distinguished perfume de Luxe. An outstanding aristocratic fragrance.  
"JASMIN ABSOLUTE PERFECTO". Use it in the finest compounds or as a perfume by itself. It will nobly fulfill the functions of the monarch of perfumes.  
"OTTO OF ROSE ABSOLUTE PERFECTO". Superlative in quality and character. Unique.  
"ROSE ABSOLUTE D'ORIENT". Exceptionally beautiful. Very outstanding.  
"GARDENIA ABSOLUTE EXACTA". Quite distinct from the current concept of Gardenia perfume. It stands unique in its faithful likeness to the flower.  
"TUBEROSE ABSOLUTE EXACTA". Possesses the true characteristics of the flower.  
"HYACINTH ABSOLUTE PERFECTO". A sublimely authentic fragrance.  
"WHITE LILAC EXACTA". An amazingly genuine replica of the fresh flower.  
"YLANG EXTRA SUPERIOR". Truly superior to all other absolutes.  
"RONDO ARPEGGIATO". A distinctive perfume of great elegance. A sparkling gem of beauty and sophistication. A sure hit.  
Samples and prices on request, on a business letterhead.

### DI SALVO FINE PERFUMES

1422 Chestnut St., Philadelphia 2, Pa.

### Carl N. Andersen, PhD

Consulting Chemist

Cosmetics, Soaps and Synthetic Detergents

52 Vanderbilt Ave.—Room 2008,  
New York 17, N.Y.  
Phone: Mu. 9-0789

Laboratory: Briarcliff Manor,  
N.Y.  
Phone: Briarcliff 6-1550

## PROFESSIONAL SERVICE

"L'ART de la PARFUMERIE par EXCELLENCE"  
And Its Application to the Industry

### DR. JEAN JACQUES MARTINAT

PERFUMER-CHEMIST CONSULTANT

Perfumes  
Cosmetics  
Toilet Articles  
Soaps  
Flavors

Creations of Highly Original Perfumes  
Duplications of Most Difficult Fragrances  
Unique Kind of Professional Services.

Kindly Inquire

333 WEST 52ND STREET, NEW YORK 19, N. Y.  
TEL. PLAZA 7-3861

## Specialists in analysis

cosmetics, essential oils, drugs

Ask for Estimates—Quotations—No obligation

Labs: 16 East 34th St.

New York 16, N.Y.

Telephone Murray Hill 3-6368

*Seil, Putt & Rusby, Inc.*

analytical, consulting, research chemists  
Established 1921

## RESEARCH AND DEVELOPMENT

Cosmetic Formulation and Improvement

Toxicology, skin-irritation studies, analyses and formulations, soap and syndet evaluations. Free booklet: "How to Develop Successful New Cosmetics."

**SNELL**

**FOSTER D. SNELL, INC.**

29 West 15th St., New York 11, N. Y.

Watkins 4-8800



### LEBERCO LABORATORIES

Irritation Studies—Sensitivity Tests  
Toxicity and Safety Tests on  
Shampoos—Cold Wave Lotions—All Cosmetics  
Pharmaceutical and Cosmetic Research  
Hormone Assays—Bacteriological Studies

127 HAWTHORNE ST.,

ROSELLE PARK, N. J.



### Miniature Perfume Bottles

from 1/8 dram to 1/2 oz.

HANDMADE GLASS NOVELTIES  
MINIATURE GLASS FUNNELS  
SPECIAL ORDER WORK

KENBURY GLASS WORKS

132 W. 14th Street New York 11, N. Y.



### Basil A. Pegushin

Perfumer • Chemist • Consultant

121 Spruce St.  
Stratford, Conn.  
EDison 7-1515

106 W. 47th St.  
New York, N. Y.  
PLaza 7-6360

# Index OF ADVERTISERS

American Aromatics, Inc. ....	31	Firmenich & Co. .... Insert	65	Parento, Inc., Compagnie .....	4
American Cholesterol Products, Inc. ....	48-49, 61	Fluid Chemical Co., Inc. ....	—	Parsons-Plymouth, M. W. ....	—
Anderson, Carl N. ....	93	Fohtenberger, Joh. Chr. ....	86	Peerless Tube Company .....	—
Ansbacher & Siegle .....	89	Foresman, Robert A. ....	90	Pegushin, Basil A. ....	93
Aromatic Products, Inc. ....	32	French Glass Co., Inc., The .....	—	Penick & Co., S. B. ....	13
Avon Products .....	62	Fritzsche Brothers, Inc. ....	—	Perry Bros. ....	—
Bertrand Freres .....	71	General Chemical Div., Allied Chemical & Dye Corp. ....	—	Pfizer & Co., Inc., Chas. ....	—
Bios Laboratories, Inc. ....	83	Genesee Trading Co., Inc. ....	—	Polak's Frutal Works .....	—
Boake, Roberts & Co., Ltd., A. ....	19	Glidden Company, The .....	87	Polak & Schwarz, Inc. ....	6
Bopf-Whittam Corp. ....	—	Givaudan-Delawanna, Inc. ....	16	Protean Chemical Corp. ....	85
Bulgarska Rosa .....	—	Goldschmidt Chemical Corp. ....	22	Reheis Co., Inc. ....	27
Bush & Co., Inc., W. J. ....	1	Halby Products .....	—	Rhodia, Inc. ....	—
Cameo Die & Label Co. ....	92	Hazel-Atlas Glass Division, Continental Can Company .....	23	Richford Corp. ....	58
Camilli, Albert & LaLoue, Inc. ....	94	Heine & Company .....	—	Rison Manufacturing Co., The .....	Back Cover
Carr-Lowrey Glass Co. ....	12	Heyden-Newport Chemical Corp. ....	—	Ritter & Co., F. ....	86
Cavalla, Inc., A. ....	92	Hotel Napoleon .....	—	Robertet & Co., P. ....	—
Chaleyer, Inc., Ph. ....	89	Hotel Sheldon .....	84	Roure-Dupont, Inc. ....	20-21
Charabot & Co., Inc. ....	55	Ising Corporation, C. E. ....	—	Schimmel & Co., Inc. ....	—
Chiris Co., Inc., Antoine .....	72	Katz & Co., Dr. Alexander, Div. of F. Ritter & Co. ....	86	Seovill Mfg. Co. ....	77
Citrus and Allied Essential Oils Co. ....	81	Kenbury Glass Works .....	93	Seil, Putt & Rusby, Inc. ....	93
Classified Advertisements .....	93	Knapp Products, Inc. ....	81	Sheffield Tube Corp. ....	—
Continental Can Company—Hazel Atlas Glass Division .....	23	Kohnstamm & Company, Inc. . Insert	51	Shulton, Inc. ....	30
Continental Filling Corp. ....	—	Lanitis Bros., Ltd. ....	66	Sindar Corp. ....	—
Croda, Inc. ....	68	Lautier Fils, Inc. ....	93	Snell, Foster D. ....	93
DeLaire, Inc. ....	53	Leberco Laboratories .....	85	Sonneborn & Sons, Inc. ....	—
Descollonges, Inc. ....	82	Leeben Color & Chemical Company .....	—	Standard Aromatics, Inc. ....	—
Distillation Products, Industries Div. of Eastman Kodak .....	—	Leonhard Wax Co., Inc., Theodor ..	92	Sun Tube Corp. ....	—
Dodge & Olcott, Inc. Inside Back Cover .....	—	Lueders & Co., George .....	—	Synfleur Scientific Labs., Inc. ....	5
Dow Chemical Co., The .....	—	Malmstrom & Co., N. I. ....	—	Syntomatic Corp. ....	8
Dragoco, Inc. ....	14-15	Mapor Corporation .....	85	Tombarel Products Corp. ....	7
Dreyer, Inc., P. R. ....	26	Martinat, Jean Jacques Dr. ....	93	Ungerer & Co. .... Inside Front Cover	—
Emulsol Chemical Corporation .....	—	Maryland Glass Corp. ....	75	Universal Outlet Co. ....	92
Ertel Engineering Corp. ....	79	Norda Essential Oil & Chemical Co. ....	2	Van Ameringen-Haebler, Inc. ....	28-29
Esrolko, Ltd. ....	69	Orbis Products Corp. ....	—	Vanderbilt Co., R. T. ....	17
Fairmount Chemical Co., Inc. ....	92	Owens-Illinois Glass Co. ....	—	Van Dyk & Company, Inc. ....	—
Felton Chemical Co., Inc. ....	24			Verley & Company, Albert .....	11
Fifth Avenue Protective Assoc. ....	92			Verona Chemical Co. ....	78



Rose  
15 E. 48th St., New York

**"MAXIMAROME"**  
*"Naturals"*  
PLAZA 3-6070

**CAMILLI, ALBERT & LALOUE, INC.**



Jasmin  
Grasse, France Tel: 870

*Fragrance for  
every occasion  
from the  
perfume laboratories*



Thoroughly tested, skillfully blended  
perfume compositions for  
every occasion.



Complete Aerosol Testing Laboratory  
Cosmetic Testing and Development Lab

More than 158 years of  
service to leading manufacturers  
of fragrance and cosmetic  
products stand behind each  
D&O recommendation.

*Essentially for You*



Write for copy of "THE AEROSOL STORY"

**DODGE & OLCOTT, INC.**

180 Varick Street, New York 14, N. Y.

Sales Offices in Principal Cities

ESSENTIAL OILS • AROMATIC CHEMICALS • PERFUME BASES • FLAVOR BASES • DRY SOLUBLE SEASONINGS

# why aerosol VALVES

in so many  
cosmetic and  
pharmaceutical  
successes

It's a combination of talent and beauty  
that makes the Risdon valve line  
the top performer in successful cosmetic  
and pharmaceutical packaging.

These valves have a wide range of  
ability to enhance both the performance and  
appearance of glass, plastic and metal  
containers. In the line, you'll find special  
mechanical features such as non-metallic  
construction, instant on-off action with-  
out springs, the patented "Micro-Mist"  
actuator as well as actuators for horizontal  
and vertical sprays or foam dispensing.

Risdon offers the most complete line of  
valves for dispensing the widest variety of  
formulations. Applications include  
conventional aerosols, 3-phase products,  
alcohol base products, foam products,  
powder sprays, metered sprays, ultra-low  
pressure sprays and products containing  
propellant emulsions or dispersions.

A wide variety of standard or custom actuator  
designs as well as plastic or metal protective  
overcaps are also supplied by Risdon.



Write for free booklets on Risdon valves for your product.

Valve Division, Naugatuck, Conn.





